



Online Shopping Site selects the 'Lumsden Beach Camp' as Charity of the Month

*Local charity to receive additional funding as supporters shop online
using innovative fundraising website*

CALGARY, AB (April 1, 2013) — ShopandShare.ca, an innovative Canada-wide website that combines online shopping with automatic donations to charity, has selected the Lumsden Beach Camp as its 'Charity of the Month' for April. The 'Charity of the Month' designation allows supporters of the local camp to raise automatic donations, without spending a penny extra, while shopping online at more than 150 popular retailers.

The Lumsden Beach Camp, affiliated with the United Church of Canada, fosters relationships and faith in God through nature in a safe, inclusive and sustainable Christian community. They provide children and youth an opportunity to experience nature, spirit and community on the shores of Last Mountain Lake.

ShopandShare.ca makes raising funds for non-profits such as the Lumsden Beach Camp easier than ever. Supporters simply register on the ShopandShare.ca website, and then follow the links to their favourite retailers and start shopping. A percentage of the money they spend is then automatically allocated to their charity of choice. If shoppers don't wish to select their own charity, ShopandShare.ca's Charity of the Month automatically receives the donation.

Charity supporters can shop all year-round and feel good knowing that they are helping to financially support a worthwhile cause while buying items they would buy anyway, and paying the same prices as they'd find in-store. There are no mark-ups or membership fees to use the site, and no out-of-pocket donations are required. Supporters can even access an online 'Donations Report' to ensure their purchases were tracked and correct donation amounts were processed for their chosen non-profit.

With more than 150 popular retailers on the website, supporters can buy almost anything they want, including vacations, clothing, electronics, toys, travel arrangements, cleaning supplies, cosmetics, tools, jewelry, kitchen supplies, books, vitamins, music, pet supplies, home décor, contact lenses, and more!

For the Lumsden Beach Camp, the added exposure that comes with being a 'Charity of the Month' could translate into additional funds and the opportunity to expand their programs allowing more youth and adults to reconnect with nature, foster new relationships, and experience the joy of camping.

"Most of us who are involved in non-profit organizations are so busy with operational activities that we barely have time to fundraise" states Janet Robinson, Secretary at Lumsden Beach Camp. "ShopandShare.ca is a great way to fundraise without having to invest a lot of time. We were thrilled to get a cheque last month for \$85. That was after only 2 months with the program and only 4 actual shoppers! Imagine what will happen when the word really gets out about what an awesome fundraiser it is!"

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'helping dreams grow, one purchase at a time'

E-Mail: info@shopandshare.ca | Website: www.shopandshare.ca

Calgary Main: (403) 464-6123 | Toll-Free Ph & Fax: 1(888) 466-2499

3419 – 46 Ave SE | Calgary, AB | T2B 3P5

About 'Lumsden Beach Camp'

A short drive from Regina, located in the beautiful Qu'Appelle Valley, hugging the south shore of Last Mountain Lake, is a piece of paradise known as Lumsden Beach Camp. Here surrounded by nature, warmed by the sun, refreshed by the rain, the magic of camp happens...and heart-warming memories are made.

Mission: Lumsden Beach Camp fosters relationships and faith in God through nature in a safe, inclusive and sustainable Christian community.

For media inquiries, contact:

Dana Bushko

Phone: 306-352-6617

Email: dana@robinsonplans.com

<http://www.lumsdenbeachcamp.com>

**About 'ShopandShare.ca'**

'ShopandShare.ca' opened its virtual doors for business in August, 2009. Its mission is to help local Canadian charities and non-profit organizations, raise much-needed capital, without the hassles of traditional fundraising. The user-friendly website allows consumers across Canada to generate automatic donations for whichever charity or non-profit organization they choose—every time they make an online purchase. Charity supporters simply create a free account, select their favourite charity or non-profit group, and go shopping. A generous portion of the proceeds is donated to that group every time an online purchase is made.

For media inquiries, contact:

Richelle Skrilec

Phone: 1-888-466-2499

Email: richelle@shopandshare.ca

Media Kit: http://www.shopandshare.ca/index.php?route=information/information&information_name=Media%20Kit