



## Online Shopping Site selects Okotoks Toy Library as Charity of the Month

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

OKOTOKS, AB (Oct 21, 2011) – Shop and Share.ca, an innovative website that pairs online shopping with automatic donations to charity, has selected The Okotoks Toy Library (OTL) as its 'Charity of the Month' for November and December.

The 'Charity of the Month' designation allows OTL supporters and other Shop and Share.ca users to channel a percentage of their purchases at more than 120 popular retailers directly to the Toy Library.

The Okotoks Toy Library has been one of Shop and Share.ca's charity partners since late 2009 but has been singled out now because of its recent financial struggles. Since Shop and Share.ca founder and CEO Richelle Skrilec is a resident of Okotoks, it was easy to see.

"It is charities like the Toy Library that inspired me to create Shop and Share.ca in the first place," notes Skrilec. "Despite a committed group of volunteer board members, cautious spending, and various fundraising efforts over the years, their budget has always been tight. An easier way to raise funds was greatly needed by so many groups."

Thanks to 'Shop and Share.ca', raising funds for the Toy Library has never been easier. Supporters simply shop online for things they would normally buy from their favourite retailers, and a percentage of the money they spend is automatically allocated to their favourite charity. Yet it doesn't cost supporters a penny more.

Toy Library supporters can find all their favorite online retailers at 'Shop and Share.ca', such as Chapters/Indigo, Expedia, Amazon, Toys R Us, Avon, The Gap, Old Navy and over 100 more. They can easily track purchases made through these retailers, as well as the automatic donations generated by their purchases. Plus supporters don't pay an extra penny to shop through the website. Purchases are all guaranteed by the individual retailers and automatically tracked to ensure the donations are given to the supporters' chosen charities.

For the Toy Library, the extra exposure that comes from being a 'Charity of the Month' could translate into much needed cash flow.

"We've been around since 1983 but every year, as the cost to operate in Okotoks goes up, we struggle a little bit more," says Kerri Ann Day, one of OTL's volunteer board members. "The fact that Shop and Share.ca has selected us now during the busy holiday shopping season could help tremendously. Just

*'helping dreams grow, one purchase at a time'*

**E-Mail: [info@shopandshare.ca](mailto:info@shopandshare.ca) | Website: [www.shopandshare.ca](http://www.shopandshare.ca)**

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think of the potential for us if every one of our supporters did all their Christmas shopping through Shop and Share.ca.”

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### **About ‘The Okotoks Toy Library’**

The Okotoks Toy Library is a unique, non-profit organization that allows member families to share a collection of fun and educational toys, games, and puzzles targeted at children from birth to age 7. For a membership fee of \$65 per year, a member family is entitled to borrow two toys and one game or puzzle per child for a two week period.

#### **For media inquiries, contact:**

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### **About ‘Shop and Share.ca’**

‘Shop and Share.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 all the hassles of traditional fundraising. The user-friendly website allows consumers across Canada to generate automatic donations for whichever charity or non-profit organization group they choose - each time they make an online purchase. Charity supporters simply create a free account, select their favorite 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.

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