



Online Shopping Site selects  
'We Did It! School-Age Care Society' as Charity of the Month

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

**CALGARY, AB (April 4, 2012)** — *Shop and Share.ca*, an innovative website that pairs online shopping with automatic donations to charity, has selected *We Did It! School-Age Care Society* as its 'Charity of the Month' for April.

The 'Charity of the Month' designation allows supporters of *We Did It!* to raise automatic donations while shopping online at more than 140 popular retailers.

"Our Charity and Non-Profit Partners never fail to inspire me, which is why I created *Shop and Share.ca* in the first place," notes Richelle Skrilec, Founder and CEO. "*We Did It!* is a Calgary organization that we're so proud to help support. They provide affordable, quality educational programs that cater to the needs of all children."

*Shop and Share.ca* makes raising funds for non-profits like *We Did It!* easier than ever. Supporters simply register on the *Shop and Share.ca* website, 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.

Supporters of *We Did It!* can find their favourite retailers online at *Shop and Share.ca*, such as Sears, Indigo/Chapters, Expedia, Amazon, Toys R Us, The Gap, Old Navy, and over 130 other big names. Purchases and donations are automatically tracked and reported online. But perhaps the best part of it all is that supporters don't pay anything extra to shop through the website.

For *We Did It!*, the added exposure that comes with being a 'Charity of the Month' could translate into much needed cash flow, and the opportunity to implement their programs and initiatives into more communities across Canada.

*Shop and Share.ca will certainly be a helpful avenue to generate funds, as well as to grow the We Did It! movement. ~Ryan MacIntyre, Executive Director & Founder~.*

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*'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)

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

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

**About We Did It! School-Age Care Society**

We Did It! School-Age Care Society is a fresh, innovative, charitable organization that has been established to respond to the growing needs for quality and affordable programs that take place in a structured and educational environment, and that cater to the needs of children of all ages and abilities.

Through the support of Shop and Share.ca, as well as through kind Donors like you, your support will help us to decrease the amount of community youth crime in the city of Calgary and surrounding areas, solve malnourishment issues in schools, enroll families in childcare programs that they may not otherwise be able to afford due to the rising cost of childcare, seek spaces where programs can take place in a stable and nurturing environment, and to expose children to new concepts through innovative and educational activities.

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<http://www.shopandshare.ca/index.php?route=product/charity&keyword=did&charity=294>

**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 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.

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