



## Canadian charities benefit as supporters shop online this holiday season *Fundraising website combines shopping with philanthropy*

CALGARY, AB (Dec 5, 2011) – Online shoppers across Canada can take gift giving one step further this holiday season by using the innovative fundraising site, Shop and Share.ca.

Thanks to Shop and Share.ca, being charitable has never been easier. Supporters simply set up a free account on the site, choose their favorite local charity they want to support, then shop at any of the 130+ popular online stores available on the site. It doesn't cost a penny more to purchase through the site, but a percentage of the money spent is automatically allocated to the designated charities.

"Everyone feels more charitable at Christmas but not everyone is able to give, especially with extra expenses during the holidays," said Shop and Share.ca Founder and CEO Richelle Skrilec. "We're offering an easy way to support your favourite charity when buying gifts and making purchases you would normally make anyway."

Shop and Share users can find all their favorite online retailers at Shop and Share.ca, such as Sears, Chapters/Indigo, Expedia, Amazon, Toys R Us, Avon, The Gap, Old Navy, Home Depot and over 100 more. They can easily track purchases made through these retailers, as well as the donations generated by their purchases. Purchases are all guaranteed by the individual retailers and automatically tracked to ensure the donations are given to the supporters' chosen charities.

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

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