

## **YOURCAUSE TEAMS UP WITH AT&T TO HELP EMPLOYEES RAISE AWARENESS FOR CHARITIES**

*YourCause.com Provides Customized Tool for AT&T Employees to Leverage Power of the Internet*

DALLAS (Sept. 8, 2009) – YourCause.com, announced today its role in AT&T Cares, the company’s new enhanced volunteerism initiative, by providing a customized Internet platform that enables AT&T employees to create their own personalized charity supporting Web pages. The employee created Web pages can be used internally and externally for raising awareness and funds for the non-profit organization of their choice.

The YourCause.com platform is designed to further support employee philanthropy by empowering each employee to further harness the power of technology and the Internet to champion causes that they are passionate about. As a part of this initiative, employees can securely log on to the AT&T branded YourCause.com platform and utilize a variety of Web based tools that are provided within each personalized page. The site allows employees to choose from over 1.4 million IRS approved 501 (c) (3) charities for which they can associate their ‘cause pages’. Once employees set up their ‘cause page’ they have the ability to promote their cause message and garner support and donations for their chosen charity from families, friends, and external networks.

“Our employees donate more than 10 million hours of volunteer time each year, so we’re excited to be able to launch the new Yourcause.com platform to further support their commitment to our communities,” said Charlene Lake, AT&T chief sustainability officer. “They inspire us as a company to constantly evaluate our actions and operations to ensure that we bring value to the communities where we live and work.”

YourCause.com continues to expand their reach in providing corporate solutions that benefit both external causes as well as enhance corporate citizenship initiatives. In addition to helping employees fundraise and advocate for the causes most meaningful to them, the YourCause.com platform enables companies to communicate news, updates and highlight specific employee success stories through this new internal employee community.

“YourCause.com is actively partnering with today’s most progressive, caring, socially responsible and philanthropic companies,” said Matthew Combs, YourCause.com co-founder. “We are very excited to team up with AT&T to enhance their corporate citizenship efforts in way that is engaging and meaningful to their employees.”

### **ABOUT YOURCAUSE.COM**

YourCause.com is a cause-focused social media platform that connects a user’s cause with donors and the appropriate and IRS approved charity. User benefits include customized web pages, volunteer search and tracking, goal tracking, event fundraising, photo/video upload, marketing and PR, blogging, and exposure to the YourCause.com community.. YourCause.com is closely aligned with the non-profit Network for Good for all donor transactions. Created by Blastoff Ventures, the goal of the site is to “Empower Millions to Raise Billions.”