

YOURCAUSE.COM COMMUNITY RESPONDS TO HAITI CRISIS

Social media site proves safe and effective for immediate fundraising crisis response

DALLAS (February 27, 2010) – YourCause.com, a social media site that enables members to rally around a cause and connect with chosen charities, proves to be an immediate, safe and effective platform during the Haiti earthquake crisis. Since the catastrophic Haiti earthquake struck on January 12, the YourCause community created viral fundraising campaigns totaling \$275,000 to aid quake victims.

“This is the first global crisis that we’ve had to experience as a company” said Matthew Combs, site founder. “It’s a tragic event but, fortunately, we have the community and tools to provide support to those suffering.”

Swiftly, within 24 hours of the earthquake striking and before the arrival of first responders, the YourCause team set up a group page precisely to “Helping Haiti Quake Victims.” Many of the site users quickly followed by creating their own group pages, raising more than \$20,000 an hour for several hours. The YourCause.com platform successfully mobilized members to provide immediate relief and long term aid for victims, despite the inability to personally displace and volunteer.

“Being able to take immediate action during these events is critical to maximizing the amount of aid and support for the Haiti quake victims,” Combs said.

With a vision to “create the largest community of caring people,” YourCause provides the tools for any individual to log on, create an online campaign and fundraise. Of the many charities to receive substantial donations, a few include the American National Red Cross (\$192,000), Yele Haiti (\$15,700) and the Clinton Bush Haiti Fund (\$14,000).

“It’s necessary that we all continue our support in the coming weeks, months, and years,” Combs said. “Haiti’s needs are far greater than the amount of money that has currently been raised throughout the world.”

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.”