

Making A Difference

Website Empowers Searchers To Raise Funds For Their Favorite Charities

(NAPSA)—You can make a difference this holiday season by giving to your favorite charity just by searching the Internet.

With just the simple click of a mouse, Web searchers can now harness the power of Yahoo's search engine and donate to their favorite charities of choice for free—simply by logging on to www.Freelanthropy.com.

This winter, holiday shoppers are expected to spend up to \$32 billion online on their holiday gifts, according to a report from Jupiter Research, reporting that the number of shoppers will likely reach 114 million. Between the potential of 114 million holiday shoppers and the 213 million estimated Internet searches that take place a day, consumers can raise thousands of dollars for charities this year!

Freelanthropy.com is working exclusively with Yahoo to optimize the power of the search engine so that when consumers make a search, funds will be donated directly to their favorite charity. This “giving for free” becomes a reality as the company's mission is to help make a difference for charities.

The database includes more than 1.3 million charities for consumers to choose from across the country. Web users are encouraged to visit www.Freelanthropy.com to



officially select their cause and then simply search the Web. A percentage of the profits from each of the searches they make will then go to their selected charity.

“Having worked for years in the booming Web-search industry, we wanted to provide access to what was historically an insider's club to charities of all sizes,” said Dan Sheehy, Freelanthropy's founder. “They, too, should benefit from this lucrative industry.”

There are only a few weeks of holiday shopping left and Freelanthropy also has another feature on its site: Shop & Give. This feature also helps generate additional valuable cash donations for non-profits. Online shoppers navigate through the site's comprehensive list of leading Web merchants and a percentage of all purchases made will also be given to their

charity of choice. And with online retailing continuing to grow in popularity, people logging on to www.Freelanthropy.com can easily conduct their online purchases with the companies and brands they know and trust—while simultaneously giving back at no additional cost.

“It's a remarkable idea,” said C. Eric Overman, Internet marketing manager for Operation Smile (www.operationsmile.org), a private, not-for-profit, volunteer medical services organization providing free reconstructive facial surgery and related healthcare to children worldwide. Operation Smile is among the nonprofit partners implementing Freelanthropy's service.

Overman added, “Simply by searching the internet through Freelanthropy's web portal or custom Operation Smile search toolbar, our supporters can help even more children in need. And when you realize that a cleft lip or cleft palate surgery changes a child's life forever, it's exciting to think that you can help by just searching the web.”

One click of the mouse now makes a difference, imagine what two clicks could do. To learn more or to donate to a charity, visit www.freelanthropy.com or contact info@freelanthropy.com to learn how to become a nonprofit partner.