

**FOR IMMEDIATE RELEASE**

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**LOVE CHARITY CHALLENGE 2008  
ONLINE SHOPPING CHALLENGE TO FUND THE WORLD'S  
CHARITABLE CAUSES THROUGH RETAIL SPENDING ALL  
YEAR LONG**

*Cartridges for Kids and Clubco.com Sponsor Non-profit Initiative All Welcome*

**Denver, CO & Salt Lake City, UT – December 27, 2007** – Cartridges for Kids, an environmentally group that pays cash back for recycling and *CLUBCO.com*, a consumer referral e-commerce shopping portal announced the launch of a year-long initiative to fund non-profit organizations with consumer spending through online affiliate shopping.

Over 200 non-profit organizations joined the pre-launch of this initiative, the *Clubco Christmas Charity Challenge* which launched in New York City in October.

The Love Charity Challenge 2008 goal is to perpetually fund non-profit organizations with the up to 5% cash back given to charities on consumer purchases made throughout the year on the CLUBCO.com portal. All non-profit organizations are invited and all shoppers wanting to have retailers give cash back to their favorite cause are invited. All costs are FREE to non-profit organizations and their shoppers, donated by CLUBCO.COM & Cartridges for Kids.

According to Kerrie Goodell, spokesperson for the Love Charity Challenge 2008, founder of Cartridges for Kids, and co-creator of this cause, she was already raised \$11 million dollars working with non-profit organizations around the country in fund-raising by recycling when the opportunity came up to partner with CLUBCO.com. She along with Kristen Lamb of the Foundation House and Kim Power Stilson of Power Strategies, Inc. decided to forward this opportunity the hundreds of women trying to fund their organizations.

“Women do the shopping and often run the charitable organizations, we put them together with the cash back of affiliate shopping online and a perpetual funding resource was born,” said Kerrie. “We found that it worked through Christmas shopping so now we see what will happen with an entire year of cash back from consumer spending.”

According to Kristen Lamb, founder of the Foundation House, and one of the first participators in the LOVE CHARITY CHALLENGE, women from across the country, many with their own favorite charities, were talking about the stress and competition of

fund raising and think that having national retailers pay for funding their causes is a worthy idea.

“Women are the major consumer purchasers, now when we spend with national retailers who participating we know that cash back goes to fund our causes,” said Lamb. “There is sense of camaraderie knowing that our dollars spent with retailers is also doing some good.”

CLUBCO.com president, Mark Nelson says they came up with the idea to perpetually fund good causes through retailer affiliations online because sharing dollars the way women consumers wanted was good business.

“Women forward the giving and the shopping in this country,” said Nelson. “We donated the costs for the Love Charity Challenge to give all non-profits a chance to have a slice of online consumer spending. We hope Love Charity Challenge funds the world’s causes.”

The Love Charity Challenge is for everyone! All charitable organizations can apply by filling out a simple form. The \$35 Membership is FREE through to Clubco.com. It’s easy to take the Love Charity Challenge! Shoppers fill out a form where they designate their favorite charity and receive a online shopping membership through email.

???If you and your organization would like to participate in *The Love Charity Challenge* and don’t see your favorite cause please contact [Natalie@healthywealthywow.com](mailto:Natalie@healthywealthywow.com).{????} To personally commit to *Love Charity Challenge* and to get your FREE Clubco.com membership (a \$35 cost), please email [natalie@healthywealthywow.com](mailto:natalie@healthywealthywow.com). To learn more, please call 801-655-1560 ext.162.

??If you would like to participate in *The Love Charity Challenge* and don’t see your favorite cause please contact [membercare@clubco.com](mailto:membercare@clubco.com). To personally commit to *The Love Charity Challenge*, and to get your FREE Clubco.com membership (a \$35 value), please email, [jbowler@clubco.com](mailto:jbowler@clubco.com). To learn more, please call 801-623-5500.

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**ABOUT CLUBCO.COM:**

CLUBCO.com is an innovative consumer referral marketing company that offers more than 1 million everyday, name brand products at great prices to consumers through a 24/7 online shopping portal. CLUBCO also offers a shopping portal to more than 100 of the nation’s largest online retailers. CLUBCO.com offers an easy way for non-profits and schools to generate perpetual fund raising through everyday online shopping. Established in 2006 and still in the Beta stage, CLUBCO.com is scheduled to launch in early 2008.

**ABOUT CARTRIDGES FOR KIDS©:**

Cartridges for Kids®, (CFK), a division of Access Computer Products, Inc., is an environmentally friendly program that pays cash for recyclable items. Participation in the CFK program helps protect the environment by keeping these items out of landfills and helps to preserve our natural resources. CFK's mission is to provide a quality recycling program with service and support that creates a dynamic partnership with our participants. CFK has been working with schools and non-profits since approximately 1999.

The Christmas Charity Challenge is for everyone! All charitable organizations can apply by filling out a simple form. The \$35 Membership is now FREE through the New Year thanks to Clubco.com. It's easy to take the Christmas Charity Challenge! Shoppers fill out a form where they designate their favorite charity and receive a online shopping membership through an email. (See attached.) A list of people and charities already shopping is also attached.

If you would like to participate in *The Christmas Charity Challenge* and don't see your favorite cause please contact [Natalie@healthywealthywow.com](mailto:Natalie@healthywealthywow.com). To personally commit to *The Christmas Charity Challenge* and to get your FREE Clubco.com membership (a \$35 cost), please email [natalie@healthywealthywow.com](mailto:natalie@healthywealthywow.com). To learn more, please call 801-655-1560 ext.162.

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#### **ABOUT KERRIE GOODELL**

Kerrie Goodell is a co-founder of Cartridges for Kid (CFK), a division of Access Computer Products, Inc. She was instrumental in raising 11 million dollars for schools and organizations and has been working with schools and non-profits since 1999. She recently partnered with an ecommerce portal, Clubco.com, to help create perpetual funding for charitable organizations through online shopping. Kerrie, former host of the Healthy Wealthy Wow Shopping Show, has been named the new co-host of the "Women Buy Everything" talk radio show launching in January. Kerrie loves sports, has traveled extensively and is an avid snowboarder. She spends her time between Park City Utah and Fort Collins, Colorado. She graduated in Community Health Science from an major university.

#### **ABOUT CLUBCO.com:**

CLUBCO.com is an innovative consumer referral marketing company that offers more than 1 million everyday, name brand products at great prices to consumers through a 24/7 online shopping portal. CLUBCO also offers a shopping portal to more than 100 of the nation's largest online retailers. CLUBCO.com offers an easy way for non-profits and schools to generate perpetual fund raising through everyday online shopping. Established in 2006 and still in the Beta stage, CLUBCO.com is scheduled to launch in early 2008.

#### **ABOUT CARTRIDGES FOR KIDS:**

Cartridges for Kid (CFK), is a division of Access Computer Products, Inc. and has been working with schools and non-profits since approximately 1999. CFK is an electronic recycler of such items as: empty printer and inkjet cartridges, laptops, cell phones, digital cameras, Ipods, video games and consoles and DVD movies. We allow schools and other non-profits to collect the above mentioned items from their parents or members and then send the products to us where we in turn pay them cash for each item. Last year we had over 13,000 accounts participate and since

1999 we have had approximately 35,000 accounts enroll. About 90% of these accounts are traditional schools with the other 10% consisting of smaller NPO's such as churches and boys / girls scouts. We also work with larger NPO's such as Children's Miracle Network, Easter Seals, National Wildlife Federation and the Mary Kay Ash Foundation that have a combined supporter/membership base of over 20 million.

**ABOUT THE FOUNDATION HOUSE:**

The Foundation House, is a library of charities, which combines non-profit organizations from all over the world with the individuals in need and those seeking to help. The Foundation House is a 501c3 non profit organization designed to make the right connections for the right people through simple, everyday actions. When you find yourself in crisis you can click through our website and find the charity in your area that will help you get the assistance you need. If you are someone looking for ways to serve others, the Foundation House will get you in contact with those charities that will most effectively use your unique skills and gifts. We also combine charities who, through common efforts and synergistic behaviors, can do so much more together. For more information, please contact [info@thefoundationhouse.org](mailto:info@thefoundationhouse.org) or visit [www.thefoundationhouse.org](http://www.thefoundationhouse.org).