



MEDIA RELEASE

For immediate release

Put *Gift Me Charity* on the top of your Christmas wish list

Simplify your Christmas wish list this year, by asking friends and family to spare the wrapping paper and instead give to your charity of choice, through the new online donation platform, *Gift Me Charity* (www.giftmecharity.com.au).

Launched on Wednesday 8th of December 2011, *Gift Me Charity*, connects gift givers to their recipients' charities of choice through online profiles, allowing friends and family the ability to donate on a loved one's behalf rather than wasting money on unnecessary gifts.

Each Christmas, Australians spend more than \$700 million on unused and unwanted gifts. In addition, nearly three quarters of Australians surveyed by The Australia Institute said they would be happy to be gifted a donation to a charity on their behalf rather than receive a present.

"I'm so relieved that this year rather than wasting money on unnecessary Christmas presents I don't want and won't use, my friends and family can instead gift a donation to the Salvation Army on my behalf,"

Founders of *Gift Me Charity*, professional Melbourne couple, Jonathan Horne and Dina Kushnitsky, were inspired to create the platform after discovering the value wasted on gifts annually in Australia.

"We thought it would be great if our family and close friends could donate to our chosen charity on our behalf rather than give us material gifts that we don't need and would probably never use," said Mr Horne.

"*Gift Me Charity* aims to redistribute a portion of the money wasted on needless gift consumption towards alleviating some of the economic, social and environmental problems that are currently in dire need of attention."

To ensure the integrity and security of the platform, *Gift Me Charity* does not handle any of the donated funds, with all transactions processed through PayPal and sent directly to the charity.

Major charities have been quick to jump onboard, verifying their accounts within hours of the platform launching.

With Christmas just around the corner, *Gift Me Charity* has been launched with a huge goal – to raise \$1 million for charity by the end of the month.

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For more information:

Jonathan Horne
jonathan@giftmecharity.com.au
M 0412 645 085
www.giftmecharity.com.au