



**CafeGive launches “Discover Your Giving Self” with FabOverFifty
*Spring Fashion and Beauty that Benefits Five Causes***

April 7, 2011—Portland, OR—[CafeGive](#), a shopping website where consumers' purchases earn money for a cause, and Faboverfifty, a networking, beauty and fashion website for women over fifty, have partnered to create a special fundraising promotion for select national causes. The program, “[Discover Your Giving Self](#)”, allows women to direct a portion of their spring fashion, apparel and beauty purchases to worthy causes through CafeGive. Ten featured on-line stores, including the Faboverfifty Shop featuring hand-selected gifts and accessories for boomer women, were selected to participate. While purchases through CafeGive always benefit a nonprofit organization, this unique program provides women an opportunity to shop from ten featured brand-name stores selected for them, and CafeGive will direct a generous 5% of the purchase to the nonprofit she selects.

The featured nonprofit organizations represent a variety of causes that shoppers can choose to support, including national causes concerned with children’s health, mentorship for vulnerable children, international crisis support, pet health and care, and the preservation of our environment. Shoppers can select the cause they feel most passionate about, shop at one of the ten stores, and direct the benefits accordingly. The selected stores include Norm Thompson, Soft Surroundings, Sahalie, Lancôme, Columbia Sportswear and Tom’s Shoes. CafeGive creates special promotions such as “Discover Your Giving Self” so that consumers experience new brands and stores, and to highlight the ease and power of ‘shopping for a cause’ through everyday purchases at CafeGive.

Visitors to the campaign on [Faboverfifty.com](#) will be invited to explore the five featured nonprofit organizations (The Nature Conservancy, Frankie’s Friends, The Children’s Heart Foundation, Mercy Corps and Friends of the Children) and to leave a comment about the one that appeals to them the most. Anyone who leaves a comment will be entered to win a \$100 gift

card to the Faboverfifty Shop, and will be encouraged to spend it through CafeGive, where 5% will go to the chosen cause.

“Our community loves philanthropy and is dedicated to finding ways to give back”, stated Geri Brin, founder and CEO of Faboverfifty, “CafeGive is a clever way for our community to extend their giving into a whole new dimension. We are thrilled with the variety of stores that are selected, and that the Faboverfifty Shop is featured. What a way to give!”

“The Faboverfifty community represents a wonderfully active and diverse group of people and we are thrilled that we can bring this new way to shop to so many women looking for another way to give back.” said Sandra Morris, founder and CEO of CafeGive. ““Discover your Giving Self” has been designed to appeal to both brands and shoppers as a way to connect the vibrant Faboverfifty community to the nonprofit community and their incredible work.”

About CafeGive

[CafeGive](#) is a unique online shopping site that lets consumers shop for a cause. At no extra cost, CafeGive.com connects online shoppers to hundreds of high quality online merchants and over 100 local and national nonprofit organizations to earn for their causes. In addition, CafeGive provides social networking tools that allow nonprofits and consumers to create specific fundraising goals and extend their outreach to family and friends.

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