



GIVGroups and O3: Putting Families First

FOR IMMEDIATE RELEASE

MONTREAL - June 27th - GIV3 and the **Hallmount Foundation** announced today the launch of the **GIVGroups** online charitable fundraising platform and its inaugural fundraising campaign for the benefit of Montreal-based **On Our Own (O3)**.

Created to help address the problem of the drop in charitable giving in Canada, GIVGroups is a new website where Canadians, companies, foundations and charities come together to support charitable causes. GIVGroups hosts matching gift challenges helping to multiply the good deeds of corporate sponsors with the matching donations of Canadians – increasing the value of those donations, helping sponsors tell their stories, and doing more for the charities involved. On the GIVGroups website, <http://www.GIVGroups.ca> people can review the registered charitable organizations hosted and join the “GIVGroup” they wish to support by making a tax-deductible donation.

“The GIVGroups platform allows companies and individuals to ‘multiply their good’ by joining together to help Canadian charities” says **GIV3 Chairman, John Hallward**. “Sponsors can do more for the causes they support without spending more money and Canadian charities are the ones who benefit. We hope to see many more companies, charities, and donors come forth to benefit and make a difference.”

On Our Own (O3), is a Montreal-based organization providing young families with support services and affordable transitional housing enabling parents to acquire the skills to live independently in the community. O3 empowers families to deal successfully with their challenges through individually-designed Action Plans including parenting skills, financial planning, training, work and educational opportunities.

Independent media buying firm **Media Experts** is paired with On Our Own in the first GIVGroup, and has pledged to match funds raised during the Putting Families First summer campaign now live on the GIVGroups website at: <http://www.GIVGroups.ca/campaign/14>

“The GIVGroups platform provides a wonderful channel to connect Canadians with charitable organizations in their community” said **Jennifer Douglass, Search Marketing Analyst** with Media Experts and member of the Board of Directors of O3. “This platform makes it so simple to jump online, learn about O3’s programs and make a donation.”

About GIV3 and GIVGroups

GIV3 is a campaign for giving, started in 2008. The GIV3 mission is to encourage more Canadians to be more charitable. We want to teach and encourage Canadians to give **3%** of income, volunteer **3** hours per month and tell **3** friends about the importance of charity. Giving can be to any charitable or non-profit organizations – so GIV3 benefits all charities! The GIV3 web site, www.giv3.ca provides information about philanthropy in Canada and includes a donation calculator which allows visitors to learn what Canadians believe they should be giving.

GIVGroups is a web-based platform where Canadians, companies, foundations, and charities come together to support charitable causes by hosting matching gift challenges and helping to multiply the good of corporate sponsors with the matching donations of Canadians. GIVGroups.ca is a non-profit program, in partnership with the GIV3 initiative. Both are programs of The Hallmont Foundation, a registered Canadian charity. Please visit GIVGroups online at <http://www.GIVGroups.ca/>

For more information please contact:

Woodrow Rosenbaum, Executive Director, GIV3 at 514 312-4178

About O3

Founded in 2003, On Our Own works with young families providing support services, programming and affordable transitional housing to enable parents to acquire the skills to live independently in the community. Located in NDG, O3 empowers families to deal successfully with present and future challenges through parenting skills, financial planning, training, work and educational opportunities. O3 envisions a healthy and stable next generation, one child, and one family, at a time. Please visit O3 online at: <http://o3onourown.com/>

For more information regarding On Our Own please contact:

Linda Babins, Director at 514 369-0757

About Media Experts

Media Experts is the Tradigital™ Media Agency. Powered by Service, leveraged by Customerization and guided by Tradigital™ Thinking, Media Experts employs an integrated approach to online and offline advertising media, orchestrating them to bring maximized, measurable return on investment to its customers. As Canada's largest independent media services firm, Media Experts executes strategy on behalf of its customers from its three interconnected offices in Montreal, Toronto and Vancouver.

For more information please visit us online at www.mediaexperts.com, connect with us on Facebook at facebook.com/mediaexperts and Twitter at twitter.com/_mediaexperts

Ian MacLean, VP, Communications, Media Experts 514-844-5050 x731 ianm@mediaexperts.com