



## **AFFINITY4 HELPS GULF COAST**

Washington, D.C. – September 21, 2005 Affinity4 is a large affinity-based marketing company and unites with its customers to help victims of hurricanes in 2005. Customers who normally donate up to 10 percent of purchases to their favorite nonprofit can now give that amount to designated hurricane relief agencies. In addition to the 10 percent, Affinity4 itself pledges \$10 to relief efforts for every new wireless and long-distance customer.

Affinity4 is working closely with Feed the Children, The Potter's House, and Luis Palau Ministries to help Gulf Coast communities. The Potter's House, an interdenominational church of over 30,000 members headed by Bishop T.D. Jakes, took in hundreds of families displaced by the hurricanes. Feed the Children, an international relief agency founded by Larry Jones, has delivered over 200 truckloads of supplies to evacuees in six states. Luis Palau Ministries is sponsoring hundreds of evacuated victims in locations such as the Houston Astrodome. Affinity4 will also send designated relief funds to Operation Blessing, American Red Cross, Salvation Army, and several churches in New Orleans.

“We provide donations when customers redirect their purchasing power and generate funds for hurricane relief without any additional expenditure, often saving money with our attractive prices,” says Stephen D. Halliday, president and CEO of Affinity4. “When an organization partners with Affinity 4,” says Halliday, “its own membership can determine the charities to which their donations will be allocated, meaning that 10 percent of every dollar that Affinity4 receives goes directly to a specified charity.”

Affinity4 specializes in fundraising support for nonprofit charitable organizations and churches across the United States. It has given over \$75 million to thousands of nonprofits and faith-based organizations worldwide. In addition to providing long-distance telephone services, Affinity4 offers wireless, Internet access, and Visa credit card. The company will soon introduce a host of new products, including insurance and financial services.

Subscribers can log onto [www.affinity4.com/katrinarelief](http://www.affinity4.com/katrinarelief) or call 1.888.690.6957 to give to the hurricane relief agencies.