



FOR IMMEDIATE RELEASE

Contact: Lucy Casimir, Tel: (757) 965-4602  
Email: [lcasimir@affinity4.com](mailto:lcasimir@affinity4.com)

## **Spirit of America Hour Unites with Affinity4 to Raise Funds**

Norfolk, VA – March 3, 2006

Affinity4 announces its partnership with Spirit of America Hour.

The Spirit of America Hour is currently aired daily on cable access stations in six different states. Over the past seven years, they have aired over two hundred programs on cablecast stations in several communities. Randy Baar, the founder of the show is offering "The Spirit of America Hour" to any station in America (and beyond) that will accept it. They only produce programs that are healthy, positive, and good for the whole family, and share the love of God and the Gospel in every show.

Randy Baar has partnered with Affinity4 because they specialize in fundraising support for nonprofit charitable organizations across the United States and Worldwide. As one of the largest affinity-based marketing companies in the nation, **Affinity4 has given over \$75 million dollars to charities and nonprofits worldwide.**

With the **GiveBack Program**, Affinity4 customers can donate to their favorite nonprofit through Affinity4's unique 10% GiveBack Program tied to purchases of **Affinity4's family of services**. Low cost long-distance, Internet access, and Sprint Wireless are just a few of the many services the company offers.

Affinity4's philanthropic mission has included Hurricane Relief as well as supporting the causes of its partners and members. In the past year, Affinity4 has significantly increased the number of nonprofit partners participating in their program.

"We provide donations when customers redirect their purchasing power and generate funds without additional expenditure, often saving money with our attractive prices," says Steve Halliday, president and CEO of Affinity4.

"When an organization partners with Affinity4," says Halliday, "it can increase its charitable funding, without cost, while Affinity4 does all the work."

In addition to providing the above services, the company will soon introduce a host of new products, including credit card, travel, insurance, and financial services.

Members can log onto [www.affinity4.com](http://www.affinity4.com) or call **1-888-311-2433** to sign up and start giving without digging deeper in their pockets.

###

999 Waterside Drive, Suite 1910, Norfolk, VA 23510  
[www.affinity4.com](http://www.affinity4.com)