



FOR IMMEDIATE RELEASE

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

Steering Wheel Ministries Unites with Affinity4 to Raise Funds

Norfolk, VA – March 3, 2006

Affinity4 announces its partnership with Steering Wheel Ministries.

Steering Wheel Ministries is *reaching around the world* to help people in other countries to start and/or grow their own ministry in the trucking industry in their own countries. So far Steering Wheel Ministries has gone to England to encourage Glory Road Ministries as they pioneer trucking ministry in the U.K. Plans are being made to go back to England and on to Kenya in the fall of 2006.

Steering Wheel Ministries has partnered with Affinity4 who specializes 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 or call **1-888-311-2507** to sign up and start giving without digging deeper in their pockets.

###

999 Waterside Drive, Suite 1910, Norfolk, VA 23510
www.affinity4.com