



## **Affinity4 Features its Partnership with American Family Association of New York**

*The partnership between Affinity4 and The American Family Association of New York has had an impact on people's lives and has helped make a difference in our world.*

Norfolk, VA ([PRWeb](#)) March 16, 2008 -- Affinity4 partner, The American Family Association of New York, exists to educate its members and the general public on factors which affect the family in positive or negative ways, and to encourage actions conducive to building strong families.

The major effort of the AFA of NY is to produce and air a weekly public access cable television program on various cable systems throughout New York State, which they have been doing since 1995. AFA also mails a free newsletter approximately three times per year to those interested who have requested to be put on their mailing list.

"Affinity4 provides approximately 10% of our revenue," Frank Russo of AFA New York states. With the help of Affinity4, AFA has produced and aired some 284 television programs over the past 13 years, with access to an estimated 5 million viewers weekly. Mr. Russo has appeared on 50 or so talk and news programs discussing various current moral issues, such as the right to life and abortion, school choice, homosexuality, taxes, marriage and proper sexual behavior.

Affinity4 specializes in fundraising support for nonprofit charitable organizations throughout the world. As one of the largest affinity-based marketing companies in the nation, Affinity4 has given more than \$75 million dollars to charities and ministries.

Affinity4's unique 10% GiveBack Program, enables customers to donate to their favorite nonprofit charitable organization through purchases of Affinity4's family of services. These services include low-cost long-distance, Internet access, DIRECTV and many others.

"At Affinity4, we provide donations when customers redirect their purchasing power and generate funds without additional expenditure, often saving money with our attractive prices," President Steve Halliday explained.

For information on how you can support your favorite charity or ministry visit the Affinity4 website at [www.affinity4.com](http://www.affinity4.com).

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