

**FOR IMMEDIATE RELEASE**

**Contact:**

**A BONAFIDE GRASSROOTS STIMULUS PLAN**

**TAKE NOTE PRESIDENT OBAMA: TWO UPSTATE NEW YORK MOMS HAVE AN ECONOMIC PLAN OF THEIR OWN**

**BIG INDIAN, NY (August 2<sup>nd</sup>, 2009)** -- From the quaint hamlet of Big Indian, New York in the Catskill Mountains, local moms and entrepreneurs Calandra Cruickshank and Dana Valdez have created a free website that aims to alleviate several of today's most pressing economic concerns.

The new website, [www.CommonKindness.com](http://www.CommonKindness.com), offers free national and local coupons and brand discounts to help people save money while stimulating business sales and supporting non-profits people care about.

"People can save an average of \$1,300 a year on their groceries and other purchases by clipping coupons with CommonKindness," according to Cruickshank, CommonKindness president and mother of three. "You might say these are 'coupons with a conscience'," Cruickshank added, "because each time you print a coupon with CommonKindness, you can choose to support your favorite charities and causes, at no cost to you."

The way it works is simple: The website receives revenue from the brands who offer coupons and discounts on the site. CommonKindness, in turn, donates 60 percent of its profits to charities and causes selected by people who visit the site and clip coupons. The model creates a "win-win" stimulus plan where all parties benefit.

"CommonKindness is timely, because people are hard-pressed," says Valdez, vice president of non-profit outreach for CommonKindness and another mother of three. "People need to save money, and cannot give to charity as much as they might wish. As a result, many non-profits have seen a major decline in support this year." In addition to clipping coupons, people can gain access through CommonKindness to thousands of free community services that are available to help people in their daily lives.

CommonKindness also offers local merchants the opportunity to post coupons for their products and services on the site for free. CommonKindness gives businesses complete control over their coupons, allowing them to create and post them autonomously to stimulate sales on Main Street, USA.

"CommonKindness' local coupons offer businesses the opportunity to increase traffic and sales and create customer loyalty by saving consumers money while supporting the local and national non-profits who do so much to support our local communities," Cruickshank says. Local businesses can participate in a three month free trial to post as many coupons as they wish on the site. Then, businesses can choose to continue posting their coupons on the site for a nominal fee, a large percentage of which is shared with local and national non-profits selected by the business and by their customers.

"We've tried to create a site where everyone can feel good about participating and everyone benefits," Valdez says. To illustrate the benefits of CommonKindness.com, Valdez noted the site's recent collaboration with Catholic Charities of Brooklyn and Queens. Cathy Giliberti, Catholic Charities' chief fund-raising officer couldn't be happier.

"Catholic Charities Brooklyn and Queens is proud to be part of the CommonKindness.com family," Giliberti said in a recent interview. "It's such a simple way for people to help themselves and also do a lot of good for their community," she added. "We are excited because if all 1.5 million Catholics in Brooklyn and Queens regularly clipped coupons on CommonKindness.com, each year they would collectively save a lot of money for their families, while generating funds Catholic Charities Brooklyn and Queens can use to expand the 183 programs it offers to help the community."

CommonKindness.com values its members' privacy, and never sells members' information. Because the website spends little on advertising, they rely on the common kindness of satisfied shoppers, businesses, and non-profits to spread the word.

## COMMONKINDNESS FACT SHEET

### COMMONKINDNESS IS:

**KIND TO SCHOOLS:** With back-to-school around the corner, shoppers can save money while easily directing donations to their local schools through CommonKindness.com – a great way to fundraise in this tough economy.

**KIND TO BUSINESSES:** As part of its own version of a local stimulus package, CommonKindness allows local businesses to offer coupons for their products and services to a targeted audience to drive traffic and sales to their business from their local community and beyond. Sales can be tracked by zip code, allowing a business to focus coupons in areas where sales may need special attention. In addition, coupons may be tied to support a business's favorite non-profit.

**KIND TO NONPROFITS:** Nationally, over one million charities and non-profits are facing a dramatic drop in funds and internal resources. Commonkindness.com is a way for shoppers to get value and give back to their favorite organizations – for free. Non-profit organizations can use a simple and free online CommonKindness Tool Kit to create their own microsite on CommonKindness, create mailing lists, manage online campaigns and send e-mails and e-newsletters and to inform the public about the services they offer to their community, upcoming events, research, scholarships, and more. Non-profit online campaigns can also be used to let supporters know about the opportunity to save money with CommonKindness while helping to generate funds for their favorite charities.

**KIND TO TRAVELERS:** Travelers can tap into a full directory of community services and discounts near their travel destination by simply entering a city or zip code.

**KIND TO THE ECONOMY:** In addition to stimulating the local and national economy, CommonKindness helps everyone win now, while seeing huge growth potential for online couponing in the future. The industry creates about \$364B worth of coupons annually, but only one percent of today's coupon cutting takes place online. These two tech-savvy moms see unlimited room for expansion as consumers strive to be as green and paperless as possible.

### **ABOUT COMMON KINDNESS:**

CommonKindness was founded in 2009 by a board of 'kindness-oriented' corporate executives seeking a socially responsible company to support. The business was created to support local nonprofits while offering hundreds of valuable, free coupons, product samples and other money-saving discounts to consumers. Visitors can also access all of the non-profit services available in their local communities by choosing from the over one million non-profits listed on CommonKindness. But what makes CommonKindness truly unique is that each time a person clips coupons with CommonKindness, they generate funds to support their favorite charities and causes. CommonKindness shares 60% of its profits with the non-profit organizations participating on the site.

In addition, CommonKindness provides an innovative new online platform non-profits can use for free to generate sustainable funding and increase visibility to the public, potential supporters, and the media. CommonKindness also provides a creative way for members to support their organization's mission *while they save money*. CommonKindness is completely free of charge to both non-profits and the public.

*"With a little common kindness... everyone benefits." -- Kindness connoisseurs and chief community officers Calandra Cruickshank and Dana Valdez*