



FOR IMMEDIATE RELEASE
May 14, 2008

Mary Morton
Nourish America™
Tel.: (805) 715-2693 or (805) 794-3388 cell
mary@nourishamerica.org

ECHOage.com and Nourish America Help Children Green Their Birthday Parties and Share the Joy of Philanthropy

(OJAI, CA) Nourish America has partnered with ECHOage.com, an online children's party planning website, to directly reach children and encourage the act of giving to help those in need. In early 2008, Nourish America launched its "Strengthening Our Next Generation" campaign to ensure that America's future is strong, vital and positive. In its efforts to continue to improve the lives of children throughout the country, Nourish America is expanding through its involvement with ECHOage.com to make a difference in fighting hunger in America.

Launched in February 2008, ECHOage.com aims to make a child's birthday more meaningful by incorporating philanthropy and environmental consciousness into the birthday party. This online service will help plan the party, send out invitations electronically, and guests will be asked to make a small donation (between \$10-\$30) in lieu of bringing a present to the event. From the pool of donations from the guests, half of the money will be donated to the charity that the child chooses from ECHOage.com's list. The other half will go towards one special gift for the birthday child, and the host will receive a tax receipt for the portion donated to charity.

Nourish America is thrilled and honored to be chosen by ECHOage.com as one of the four American charities from which a child will select and provide a donation. "We chose Nourish America as one of the ECHOage.com charities because this organization demonstrated a hands-on approach to improving the lives of children," explained ECHOage.com co-founder Alison Smith, "It's national influence was appealing as our program is without borders and Nourish America has great appeal to a vast audience."

Other participating charities include [EarthCorps](#), [International Child Art Foundation](#) and [Girls Inc.](#), and in Canada, [Evergreen](#), [Camp Oochigeas](#) and [Second Harvest](#), with more planned.

The main benefits of ECHOage.com include bringing convenience, education, environmentalism, and philanthropy to a child's birthday party. Parents no longer have to deal with wrapping or returning multiple presents, or fighting through lines at shopping malls. Young

children will learn the value of charity as well as the importance of saving paper and limiting consumption while celebrating the occasion of becoming one year older... and truly wiser.

"Our dream is that ECHOage.com parties will help members of our youngest generation recognize that they can make meaningful choices that have a positive impact on others," explained ECHOage.com co-founder Debbie Zinman. "ECHOage.com is convenience and conscience wrapped up in a big green ribbon!" says Ms. Smith.

As ECHOage.com continues to expand, Nourish America aims to reach more children and encourage donations to improve the health of children in need across the country. "We are confident that Nourish America will play an important roll with ECHOage.com as children will easily be able to see that Nourish America helps poor children have happier, more successful lives," says Michael Morton, Nourish America's Executive Director.

About Nourish America

Nourish America™ is a tax-exempt, non-profit organization committed to improving the health of those in need in America through vitamin supplementation, nourishing foods (including naturals and organics) and health education. Since 1999, Nourish America has provided nutritional aid to hundreds of thousands of children, prenatal mothers, teens, senior citizens, veterans, and natural disaster victims in 40 states. Nourish America has received the highest rating two years in a row from Charity Navigator, the nation's leading charity watchdog organization, ranking it in the top 14% of 5,000 of America's best-known charities for fiscal management. Independent audits of Nourish America's finances show that 94% of all donations go directly to programs and those served. www.nourishamerica.org

About ECHOage.com

ECHOage.com was founded and created by two mothers – Alison Smith and Debbie Zinman -- who believe that children can improve the world, one birthday at a time. Based in Toronto, Canada, ECHOage.com is an innovative online party planning website that provides a unique opportunity for children and parents to support those in need, help protect the environment and inspire others to follow in their footsteps while also helping save precious time and money. For more information about ECHOage.com, go to www.echoage.com.

###