



Children's Birthday Parties Provide 20,000 Meals for Second Harvest with ECHOage.com

October 20, 2008 – For immediate release – Second Harvest, a charity which picks up and delivers fresh food for those in need, has received over \$10,000 in donations from children, through ECHOage.com, a website that empowers children to make a difference in the world, one birthday party at a time. Children who host ECHOage parties request that guests make an online payment instead of bringing a wrapped and packaged gift. Payments from guests are pooled for the purchase of ONE meaningful gift for the birthday child and so that the child can make ONE donation to a charity of their choice. Second Harvest is one of 5 Canadian charities partnered with ECHOage in Canada.

“It’s amazing to think of the number of children who, just by participating in this program, are helping provide fresh food for thousands of other children and grown-ups in our community,” says Second Harvest’s Executive Director Zoe Cormack Jones. “ECHOage has become a terrific partner for Second Harvest.”

"Children and parents have embraced ECHOage wholeheartedly because it gives kids a hands-on, practical way to put their knowledge into action," said Debbie Zinman, Co-Founder of ECHOage. "Children are naturally compassionate, as we have seen, and they are searching for opportunities to get involved in activities that will improve their world."

Every day, Second Harvest picks up donated, high quality fresh food, which would otherwise have gone to waste, and delivers that food to approximately 250 social service programs in Metro Toronto. Second Harvest currently provides food for over 15,000 meals a day to children in breakfast programs, seniors on fixed incomes, women fleeing domestic abuse, psychiatric patients, homeless people, and many others who have fallen on hard times.

ECHOage 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. A North American company, based in Toronto, Canada, ECHOage is an innovative, online party planning website. ECHOage manages the online invitation and RSVP process, facilitates the donation and issuance of the tax deductible receipt, provides thank you notes and awards, and even saves parents precious time and money.

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