



CHILDREN HELPING HUNGRY CHILDREN

Children Raise over \$50,000 for Second Harvest through ECHOage Birthday Parties

For Immediate Release

Toronto, March 8, 2011 – Second Harvest is pleased to announce that over \$50,000 has been raised for the organization through a 3-year partnership with ECHOage. ECHOage, is a charity-driven, eco-friendly online birthday party service that encourages children to help the environment, and learn about the value of giving to others on their birthday. ECHOage children have helped Second Harvest provide over 100,000 healthy meals to hungry children in Toronto.

“ECHOage is thrilled to have Second Harvest as a participating charity. At ECHOage we believe that children can improve the world one birthday at a time. Second Harvest provides a tremendous benefit to the community because they connect excess food with those who are hungry. It is an environmental approach to alleviating hunger,” said Debbie Zinman ECHOage’s co-founder.

Ellie, a 5-year-old Torontonion who recently had an ECHOage birthday party, supported Second Harvest by asking her friends to make an online contribution to the organization instead of purchasing her a gift. ECHOage then allocated half of the money raised to Ellie so she could buy herself a birthday gift from all her friends, one meaningful gift she really wanted and the other half was donated to Second Harvest. This was Ellie’s third ECHOage birthday party.

Asked why she chose to support Second Harvest Ellie said, "I want people to be healthy and Second Harvest brings food to kids in need so they can be healthy too. When I did ECHOage and invited my friends to my party, they started doing ECHOage too. That's good!"

Jennifer Chow, Coordinator of Events & Campaigns at Second Harvest said, “Here at Second Harvest 40 per cent of our food recipients are children and youth. It is wonderful to see children having ECHOage birthday parties and making an impact in the community by giving to other hungry children in our city.”

For more information on how your child can run an ECHOage birthday party in support of Second Harvest, please call Jennifer Chow at 416.408.2594. Visit secondharvest.ca for more information about Second Harvest.

About ECHOage.com

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. ECHOage’s unique ONE gift, ONE cause concept enables children and parents to support those in need, protect the environment and inspire others to follow in their footsteps, all

by simply pooling and redirecting funds customarily spent on birthday gifts. For more information, visit www.echoage.com.

About Second Harvest

Second Harvest is a charitable organization that takes a common-sense approach to hunger. For the past 25 years, we have been picking up donated, perishable food, which would otherwise go to waste, and delivering it to more than 200 social service agencies in Toronto. Independent research group, Charity Intelligence Canada, has endorsed Second Harvest for its efficiency, conscientious administration, and high return to the community for every dollar donated. In addition, *MoneySense* magazine recently awarded an "A" grade to Second Harvest, naming it one of the most responsible charitable groups in Canada.

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