Press Contact:
Allison Clark
InkTank PR
847-921-7417
allison@iGive.com

For Immediate Release

Animal Causes, Arts Organizations, Schools, Children's Charities & Nonprofits Leverage the Power of YouTube, Facebook, and iGive.com to Raise Much Needed Funds
Dozens of causes submit fun, creative videos and supporters vote for their favorite in iGive.com's $10,000 Holiday Video Contest

CHICAGO, November 15, 2010—Viral is still "in", video is still "hot", and especially in this economy, people are still looking for creative ways to support their favorite causes. iGive.com has combined all this into their first ever $10,000 Holiday Video Contest for Your Favorite Cause (http://www.iGive.com/videocontest) and the result has been truly heartwarming. Just halfway into the month-long contest, the videos created by iGive members extolling the virtues of their favorite cause are receiving thousands of daily visits from supporters watching and voting for these touching and entertaining videos and it's not too late for any non-profit to enter their video.

Raising extra money for your favorite cause is free and easy through the iGive.com $10,000 Holiday Video Contest. Using YouTube, a charity (or cause supporter) creates and submits a short, fun video about the cause and how iGive helps support it. And then using an easy to post customized link, rallies friends, family and associates through Facebook, Twitter, other social networks and emails, to vote for the video every day! The top 18 videos (by votes) will win cash prizes for their causes! The number one video will win $1,000. The first 100 videos entered (which get at least 10 votes) automatically win $50 for their cause!

Fifteen days into the contest, the top five vote getters are: **Island Village Childcare** with a video featuring a chorus of preschoolers, **East Tennessee Bloodhound Rescue** whose video focuses on a bevy of beautiful bloodhounds, **The Youth Center** with a video about the dozens of kids they help after school, **American Black and Tan Coonhound Rescue** with daring dogs decked out in dazzling holiday regalia, and **Greyhound Pet Adoption Northwest**, with Poopsie.

"We're ecstatic at the response we've received so far, the videos are really terrific" said Robert Grosshandler, iGive.com founder. "We still have unclaimed Early Bird prizes of $50 each for the first 100 videos submitted, so I encourage all causes to submit their videos now."

"iGive is a wonderful way for us, with our everyday purchases, to support a program that does so much good for these wonderful dogs," says Michelle (and Poopsie) from Greyhound Pet Adoption Northwest. "If we win, we hope to use the extra funds to purchase new crates and bedding." And Poopsie adds, "I think we have a whole new generation of actors highlighted in these videos. Of course, some of them strut around on four paws, so we'll need their owners help in getting them an agent."

The contest runs through November 30, 2010 and there's still plenty of time for causes and their supporters to enter their video and win extra cash for their cause. Submission is open to any cause listed at iGive.com and voting is open to iGive.com members. Listing a cause and joining iGive.com is free and easy.

For additional information and official rules for the contest, visit www.iGive.com/videocontest.

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