
Text FOOD or IDRF to 20222 to Support Haiti Earthquake Survivors

IDRF Launches Mobile Text Campaign to Donate Food to Haiti Relief Efforts

Text FOOD or IDRF to 20222 to Donate \$5.00 to IDRF's Haiti Earthquake Relief Efforts

Toronto, ON January 22, 2010 – The International Development and Relief Foundation (www.idrf.com) is pleased to announce the launch of their Text to Donate Food for Haiti campaign in support of Haiti Disaster Relief. Canadians can make a \$5.00 donation to IDRF's efforts in Haiti by texting the word FOOD to 20222 from most Canadian cell phones. Donors will receive a message asking them to confirm their donation.

The proceeds of each text donation will be directed to support the ongoing efforts to feed the victims of the recent horrific earthquake that has left thousands dead and many more without adequate food, clean water or shelter.

"Our immediate focus is to find ways to feed the already impoverished children of Haiti," said Dr. Cassim Degani, Chairman of the Board for the IDRF. "We hope that we can provide a fundraising solution to direct donors funds to where it is needed most, sending food for Haiti's children."

In addition to the Donate Food Program, Canadians can support IDRF's general relief efforts in Haiti by texting IDRF to 20222 or visiting the website at www.IDRF.com.

According to Degani, when texting FOOD to 20222 via a mobile phone, a micro-donation of \$5 will be used to purchase food supplies. One-hundred percent of each donation will go to IDRF to serve this vital need. The donation will appear on a donor's carrier bill, and standard rates may apply. The service is available on most Canadian cell phones and donors can unsubscribe at any time by texting the word 'STOP' to 20222.

Mobile Texting company oober Inc. (<http://ooober.com>) partnered with IDRF to provide this service. The Mobile Giving Foundation (MGF) enabled the 100% Pass Through transactions between donors and their carriers.

About The Mobile Giving Foundation:

The Mobile Giving Foundation (MGF) was founded in 2007 to create a “mobile giving channel” that empowers non-profit organizations and donors. Working with North America’s top mobile carriers, the MGF enables the mobile channel for charitable giving by providing the organizational layer, operational guidelines and technical infrastructure for non profit organizations and donors to use the incredible power and convenience of mobile technology. The “Mobile Giving Channel” gives wireless users a simple and immediate way to receive and respond to appeals from worthy causes with the donation charged back to the carrier bill and 100% of the donation going to the designated charity. For further information, please refer to the MGF Web site at www.mobilegiving.org.