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Students Against Destructive Decisions (SADD) to Launch Major E-Fundraising Initiative at National Conference in New Orleans

07.07.07, 12:02 PM ET

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NEW ORLEANS, July 7 /PRNewswire-USNewswire/ -- Students Against Destructive Decisions (SADD) will announce a major e-fundraising initiative at the annual SADD conference, beginning on Sunday, July 8. The new fundraising initiative -- in cooperation with Sparhawk Corporation of Pennsylvania -- has the potential to generate more than \$7 million in contributions to SADD.

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The SADD conference will be held at the Hilton New Orleans Riverside Hotel through July 11.

Revolutionizing the approach of traditional fundraising, SADD will launch an eFundraising Mall from Sparhawk, at this year's SADD conference. A Sparhawk built, branded and supported eFundraising Mall is a free and seamless online retail Web site where supporters can contribute to SADD just by making one extra click before they start their online shopping. From the

eFundraising Mall, contributors simply choose the store they want to shop at, and click directly to the eRetailers Web site. When they click through SADD's eMall to shop, a contribution is generated from the eRetailer for every dollar they spend. Contributions average 3 percent, with the highest being 25 percent.

"Our eFundraising Mall is a brand new application for fundraising and will seamlessly integrate, with minimal effort, into all of SADD's existing fundraising strategies," Micheal Harakal, founder of Sparhawk, said. "We look forward to working with SADD, moving forward to assist in educating and empowering their supporters to understand that spending the time to make one extra click to make purchases they were going to make anyway can help make the world a safer place, by contributing to SADD. In fact, we have a client already realizing an additional \$3 per member in its fundraising campaign with Sparhawk."

The SADD eFundraising Mall will provide contributors with easy access to more than 400 eRetailers that are top-quality, trustworthy, and highly reputable. More stores are added based upon a selection process for quality and value to SADD. SADD supporters will not pay anything extra by shopping the eFundraising Mall, and there are eFundraising Mall-only specials every month. Sparhawk Corporation will maintain the new online retail Web site, as well as provide continuous best-practice eRetail marketing support to SADD. What distinguishes Sparhawk from other eFundraising Malls is Sparhawk's hands-on approach to serving its clients. Most importantly, Harakal noted, Sparhawk is the only such company, which brands and supports eFundraising malls for free.

In the spirit of this year's SADD conference theme, "Rollin' on the River ... Defining the Current," Harakal and fellow Sparhawk representatives will be rolling up their sleeves in joining local Louisiana students and over 200 SADD members from across the country on Sunday, July 8, in community service efforts to help rebuild parts of New Orleans devastated by Hurricane Katrina.





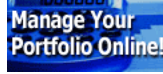
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Sparhawk joins The Louisiana Highway Safety Commission, 1 2 1 Direct Response, and Boston Market Corporation as sponsors of the SADD conference.

Contributions to SADD will come through online purchases made at <http://www.sadd-email.com>.

SOURCE Sparhawk Corporation -0- 07/07/2007 /CONTACT: Boffa and Associates, +1-202-234-5758, or Michael Harakal III, +1-800-568-0969 ext. 706, both for Sparhawk Corporation/ /Web site: <http://www.sparhawkcorp.com> <http://www.sadd-email.com> / CO: Sparhawk Corporation; Students Against Destructive Decisions; SADD; Louisiana Highway Safety Commission; 1 2 1 Direct Response; Boston Market Corporation ST: Louisiana, Pennsylvania IN: REA MLM ECM SU: POL NPT PDT TDS BK-KS -- DCSA002 -- 6153 07/07/2007 12:00 EDT <http://www.prnewswire.com>

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1 of 1

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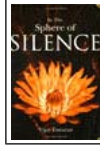
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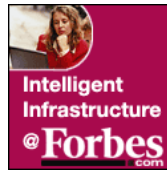
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