



**FOR IMMEDIATE RELEASE**

**Haiti Foundation Against Poverty Launches New Fundraising Drive with RaiseDigital to Help Victims of Earthquake**

Dulles, VA – January 15, 2010 -- The Haiti Foundation Against Poverty has launched a broad online fundraising and awareness campaign to highlight the urgent need that the Haitian people have for medical care, housing, and other basic necessities. The organization's executive director, Mallery Thurlow, has been in touch with her contacts in Haiti. "I received a phone call from Haiti just after the earthquake and all I could hear in the background was people screaming in pain." Ms. Thurlow went on to comment that the loss of life cannot be described.

As part of Haiti Foundation Against Poverty's mission, they are hoping to raise \$225,000 to ship and assemble a prefabricated, insulated, metal building to be used as a medical facility. In addition, the orphanage they sponsor has suffered terrible damage and must be rebuilt. Ms. Thurlow is on her way to Haiti today to help in the relief efforts. She encourages everyone to track her progress via her twitter feed at [twitter.com/haitifoundation](http://twitter.com/haitifoundation).

Ms. Thurlow would like to encourage anyone who would like to help go to their website, [HaitiFoundation.com](http://HaitiFoundation.com), to make a tax-deductible donation.

**About Haiti Foundation Against Poverty**

The Haiti Foundation Against Poverty™ is a 501(c)3 nonprofit organization, founded by Mallery Thurlow in 2007 to empower poor, widowed, and orphaned Haitians and to spread the message of the Gospel.

They work primarily in the area of Port-au-Prince, providing impoverished Haitians with education, child sponsorships, medical missions, small business support, food distributions, and orphan care. Due to the recent devastation, they are attempting to raise money in support of the relief efforts to include a medical badly needed medical building.

**About RaiseDigital LLC**

RaiseDigital is a sister company of HSP Direct, a direct mail fundraising agency founded in 2001 by Jamie Hogan, Matt Schenk and Amy Paul. HSP Direct was named one of the 5000 fastest growing private companies in the U.S. by Inc. Magazine in August 2009. For more information, please contact Jennifer Smith at (703)793-3219 or by email at [jsmith@hspdirect.com](mailto:jsmith@hspdirect.com).

<http://www.haitifoundation.com>

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