

JustGiving partners with Shane Warne Foundation for Boxing Day Extravaganza

The Shane Warne Foundation is partnering with JustGiving for their annual Boxing Day Extravaganza as their exclusive fundraising platform this year.

The partnership will see JustGiving as the official fundraising partner for the Foundation, which raises money for a diverse cross section of charities and individuals supporting seriously ill and under privileged children.

JustGiving, the UK's most popular online giving platform, recently launched into Australia with the Shane Warne Foundation one of its inaugural charity partners.

Established in 2001, JustGiving has revolutionised the way in which people give to charitable causes. Since its inception, the platform has helped raise over \$2.2 billion for causes around the world to date and is currently used by over 12,000 charities.

Through personalised, shareable fundraising pages that harness social media and are fully optimised for any device, JustGiving allows anyone to become a powerful advocate for the causes they are passionate about.

The Shane Warne Foundation General Manager, Jonno Pittock, says the Boxing Day Extravaganza is a critical fundraising day for the foundation that enables it to continue its great work.

"As most Melburnians know, the atmosphere at the MCG on Boxing Day is electric. We want our guests to have fun but also to be able to make a difference – easily.

"The JustGiving donation mechanic is simple to use which is hugely beneficial to organisations like ours as people have no reason to not donate," said Mr Pittock.

Nikki Kinloch, JustGiving's Country Director in Australia agrees JustGiving's greatest benefit is the simplicity it delivers, making it easier for individuals to give to causes for which they are passionate.

"We're about providing a simpler option for charity managers, companies businesses and individuals looking to fundraise and give back to the community in today's digital world," said Ms Kinloch. "We take out the roadblocks that prevent people from making a difference – which is the secret really to the platform's massive global success."

The event will take place on December 26, 2013 and host 150 guests from 6:30am in the Lindsay Hassett Room of the renowned Melbourne Cricket Ground (MCG).

To donate directly to The Shane Warne Foundation, you can visit their JustGiving page:
<http://www.justgiving.com/boxing-day-extravaganza>

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For further information or to arrange an interview with either Jonno Pittock or Nikki Kinloch, please contact Bronte Tarn-Weir.

For more information please contact:

MEDIA RELEASE



Bronte Tarn-Weir

Ogilvy PR for JustGiving

0423 751 010

bronte.tarnweir@ogilvy.com.au

OR

press@justgiving.com

About JustGiving

JustGiving (www.justgiving.com) is the world's largest online fundraising platform and has helped 13 million people raise over \$2.2 billion for more than 12,000 charities since 2001. JustGiving accepts over 8 different currencies through their payment partner, WorldPay.