

NEW WAY TO DONATE TO CHARITY JUST BY SHOPPING ONLINE

Shopnate mission to raise \$1 million for Australian Charities

Shopnate.com.au has recently launched giving Australians a new way to donate to charity just by shopping online. Over 50% of Australian's shop online and annual spending continues to grow, currently at a staggering \$15.25 billion. Shopnate aims to ensure a portion of money spent online ends up in the hands of Australian charities.

Shopnate has partnered with hundreds of famous online retailers including The Iconic, Strawberrynet and Expedia, all who have agreed to pay a commission to charity for anyone who makes a purchase through the Shopnate website. Shoppers choose which charity to support and don't pay any extra for their purchases as it's the retailers who make a contribution on your behalf.

Charities are quickly getting behind the initiative with nine signing up in the first month, more are signing up daily. Chantelle Baxter Co-Founder of charity One Girl supports the initiative saying,

"It's a win-win for us. Our supporters can use Shopnate and make extra donations to us while they shop. They can buy what they want and make a difference at the same time. Brilliant!"

Similar sites in the UK have raised over \$20million using this fundraising method and Shopnate believes that with Australians love of donating to good causes it has the potential to replicate that success here.

More information can be found at www.shopnate.com.au

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