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FOR IMMEDIATE RELEASE

Morgan Freeman, Carmen Electra, Christina Milian, Joe and Gavin Maloof, and NFL Great Leonard Marshall Lend Star Power to Motivate Social Change!

YourCause.com Launches Online Celebrity Portal for Hollywood Elite to Champion Their Causes

DALLAS (May 20, 2008) –YourCause.com, a newly launched cause-focused social networking site dedicated to “Empowering Millions to Raise Billions,” announced today the official launch of their celebrity pages. To date, the site has raised over \$20,000 for more than 600 passionate advocates for change.

The site currently boasts a handful of influential celebrities from the worlds of film, television, music, and sports. The site boasts profiles including actor **Morgan Freeman**, celebrity personality **Carmen Electra**, pop songstress **Christina Milian**, media personality **Robin Leach**, R&B crooner **Jon B**, singers **Adina Howard** and **Jeff Timmons**, NFL great **Leonard Marshall**, and **Donnie Nelson**, General Manager of the Dallas Mavericks, and successful entrepreneurs **Joe and Gavin Maloof**.

“We feel extremely privileged that these celebrities are lending their notoriety to raise both awareness and funds for their specific causes,” says site co-founder Matthew Combs. “One of the unique things about the site is that anyone can make it their own and promote the causes that THEY are most passionate about.”

Predicated by the \$300 billion donated in the US each year to charities by approximately 192 million Americans, YourCause.com continues to provide a unique platform for the passionate, caring individuals to actively raise funds for the cause of their choice. The site caters to three primary audiences – the cause advocates, donors and non-profit organizations. YourCause.com allows registered members to securely connect and fundraise for a government approved non-profit organization, educate visitors about their cause, and generate awareness for causes closest to their hearts. YourCause.com has organized the more than 1.4 million US based 501(c)3 charities within their designated categories, such as animals, disease, health, environment, civil rights and more.

ABOUT YOURCAUSE.COM

Launched in April 2008, YourCause.com is a cause-focused social networking site that connects a user’s cause with donors and an appropriate charity. User benefits include customized web presence, marketing and PR tools, blogging capabilities, objective tracking eligibility for daily donations, promotion and exposure to the YourCause.com community, reliable fundraising capabilities, photo uploads, full eCommerce functionality, and event calendars. YourCause.com is powered by partnerships with Network for Good, Glam Media, Zazzle, and Arial Software. Created by Blastoff Ventures, the goal of the site is to “Empower Millions to Raise Billions.”

