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NON-PROFIT RAISES AWARENESS ABOUT BLACK FRIDAY

The Nation's Biggest Shopping Day Expenditures Could Provide Worldwide Elementary Education

edurelief
85334 Lorane Hwy,
Eugene, OR 97405
Tel 503 593 9611
Email info@edurelief.org
Web http://www.edurelief.org
Contact: Margaret Ormsbee

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Edurelief, a non-profit organization based out of Eugene, Oregon is encouraging Americans to see the positive change they can bring in the world. A new campaign, called 'Black Friday,' is based on consumer spending statistics from the day after Thanksgiving, 2006. The research shows that on this day, also known as Black Friday, spending rose to a level that could provide education for elementary-aged school children worldwide.

Research done by the National Retail Federation's 2006 Black Friday Weekend Survey and ShopperTrack RCT's National Retail Sales Estimate shows that consumers spent an estimated 9 billion dollars on Friday, November 24, 2006. According to UNICEF, there are more than 75 million children worldwide currently out of school. The funding needed to provide education for these children is estimated to be 9 billion dollars per year.

Edurelief hopes that this campaign will challenge Americans to get involved in causes that support education in communities which cannot afford to send their children to school. A website and TV Spot have been created to communicate and raise awareness of this issue at a national level and it can be solved by everyday individuals.

"We want people to see that they can be the difference in these situations, that by simply telling our friends about an issue or donating $20 to help keep a child in school for a year can make a huge difference," says edurelief founder Jonathan Renich. "With the facts as they are we have an unprecedented opportunity to make the world a better place for everyone."

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If you would like more information about this topic visit edurelief.org/blackfriday
To schedule an interview with Margaret Ormsbee, please contact her at 541.593.9611 or email him at margaret@edurelief.org