

FOR IMMEDIATE RELEASE

Actress and Humanitarian Cheryl Ladd is Print Spokesperson for New Company, Create the Change

Negaunee, MI (December 7, 2007) — Actress Cheryl Ladd is no stranger to humanitarian work, with prestigious awards behind her for her charitable service, she's a big proponent of making a difference in the world.

But she also knows that, with limited budgets and busy schedules, many people find it hard to fit in much world saving. That's why Ladd has become the spokesperson for a new company called Create the Change, which makes charitable work easier for everyone.

Create the Change donates 100% of its profits to helping those in need and, as a result, everyone has a chance to make a difference by simply shopping at CreateTheChange.com for things they already buy elsewhere. And that's not all.

"We had several goals with launching this company," explains Lisa Johnson, CEO of Create the Change. "One of them is to only sell products that are positive for people and for the world. The second is to raise money through sales, so we can put this into charitable work. The third is to actually roll up our sleeves and go to work — to get involved in communities and helping others ourselves."

And getting involved is another way in which anyone can join them. While moving shopping habits over to Create the Change is an easy way for someone to start making a difference, Johnson believes that some people will want to get more involved. They can do so, she says, by becoming Change Ambassadors.

"For a one-time donation, people not only receive a substantial thank you package from us, but they can then become outlets for our charitable work, helping us to deliver things like emergency supplies, holiday toys, and hospital gifts. Ambassadors can also have their names included on cards sent with any of these gifts."

Alongside this agenda, Create the Change wants to make education and awareness core to their efforts, raising global awareness about extreme poverty and basic human needs. They believe that, with more awareness, more people will get involved in solutions.

Cheryl Ladd states, "Create the Change is a beautiful concept that brings people, progressive products and charitable work together, and makes it easy for anyone to help change the world".

For additional information, visit www.createthechange.com or call (800) 689-6305.

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