

**For Immediate Release**

## **Create the Change: Poised to Help People Change the World**

**Negaunee, MI (November 30, 2007)** — Plenty of people these days are interested to make a difference in the world, but with limited budgets and busy schedules, they find it hard to fit in much world saving.

Create the Change is a new company that's poised to change this dilemma. While countless businesses have tried boosting sales by contributing a small percentage of profits to charitable causes, Create the Change will sink *all* of its profit into helping people in need around the world. As a result, anyone can start making a difference by simply shopping at [CreateTheChange.com](http://CreateTheChange.com) for things they already buy elsewhere.

But that's not all.

"We had several goals with launching this business," 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 get our hands dirty — to get involved in the charitable work ourselves."

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.

For additional information, visit [www.createthechange.com](http://www.createthechange.com) or call (800) 689-6305.

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