

FOR IMMEDIATE RELEASE

Create The Change Announces Tornado Relief Efforts; Charitable Group Opens Their Heart to Help Victims

Negaunee, MI (December 7, 2007) — When Create The Change heard that thousands of people were devastated by a string of deadly tornadoes that swept through five southern states; they jumped into action to help. With a team of volunteers, Create the Change is leading a fundraising effort to directly help individuals and families who have lost so much, including loved ones, in the tornadoes that ravaged and destroyed their communities.

"Thousands of people are suffering unimaginable loss" stated Lisa Johnson, CEO for Create the Change, "It will take people years to recover and rebuild. Our mission is to help restore their lives, give them hope, and to show them that people all over the country are offering their support."

Create the Change is in the business of creating positive change. They are no stranger to humanitarian work and making a difference in the world and in lives of people. In November the company announced actress Cheryl Ladd, who has several prestigious awards behind her for her charitable service, as their print spokesperson.

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".

Create The Change also announced today that in addition to taking donations that will be distributed directly to victims, they pledge to donate all profits from products sold in the month of February to help the relief effort. They are also offering a "Virtual Heart" and "Virtual Bottle of Water" for purchase, with 100 percent of the cost going to the tornado relief effort.

"Our virtual products are a simple, fast way for people to help", said Lisa Johnson. "Our hearts go out to the many families impacted by this horrendous disaster" We are confident that by providing funds to support these families and give them hope for the future will begin to make a difference."

The company is working closely local groups to provide support to those most in need. Lisa Johnson adds, "When you think about the loss and helplessness overwhelming these people, no donation is too small. Please don't "Almost Give". Give. Help us translate compassion and caring into action."

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

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