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## **PRESS RELEASE**

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### **DREAM MAKERS YOUTH FOUNDATION PARTNERS WITH SWIPE FOR CHANGE TO RAISE FUNDS**

Business owners can donate to Dream Makers Youth Foundation through Swipe for Change at no additional cost.

Smyrna, GA - As part of their 2012 fundraising strategy, Dream Makers Youth Foundation (DMYF) has teamed up with Swipe for Change to drive their donation initiative. Swipe for Change is an innovative fundraising company that leverages credit card processing to create recurring donations for nonprofits. If you are a business owner accepting credit card payments, you can use Swipe for Change and every time a customer swipes a credit or debit card, a donation is generated for Dream Makers. There is no additional cost to you, the business owner because Swipe redirects a significant portion of the fees paid for processing directly to DMYF every month! This is a great way to help Dream Makers raise money for the important work they are doing with children with special needs.

There are also many advantages to using Swipe:

- a. Without any obligation Swipe will do a fair statement analysis of your current processing to be sure that you are not being taken advantage of by your current processor. Fair statement analysis reveals where you may be overcharged, have hidden fees or being charged unnecessarily.
- b. Cause Marketing is the most popular marketing technique today! You can show your customers that you are helping an important cause in the community. Swipe and Dream Makers will provide you with Marketing collateral to advertise your sponsorship.
- c. You don't have to pay premiums for cause branded products. Any item purchased in your store creates a meaningful donation and makes your customers feel good.

Don't be mistaken, this is not a round up program and there is no uncomfortable ask at the register of your customers. There is no out of pocket expense to you and you will see savings while at the same time making donations to their cause.

If you are interested in helping Dream Makers have a successful 2012 and change the lives of many deserving children with special needs, please consider using Swipe for Change. For more information, please call Derek van Dam at 404-496-5819 or email at [Derek@swipeforchange.com](mailto:Derek@swipeforchange.com).

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#### **About Dream Makers Youth Foundation**

Dream Makers Youth Foundation is a non-profit organization that provides educational and recreational opportunities for children with special needs throughout Metropolitan Atlanta. DMYF currently offers tutorial services within Atlanta Public Schools, as well as tennis lessons and a basketball league for children with mild to moderate intellectual delays through their S.T.A.R.S. Adaptive Sports Program. These services are currently offered free of charge.

For more information, visit our website at: [www.dmyf.info](http://www.dmyf.info)