



Do Good!

PRESS RELEASE
FOR IMMEDIATE PUBLICATION

Yingo.ca enters partnership with the Canadian Red Cross

Montréal, August 2nd 2012 – After supporting the Canadian Liver Foundation during the month of July, 10% of sales revenues generated by the healthy offers on Yingo.ca in August 2012 will be donated to The Canadian Red Cross, the leading humanitarian organization through which people voluntarily demonstrate their caring for others in need.

‘While operating in disaster management and prevention across 186 countries, all Red Cross personnel are motivated by a single purpose: to help those who need it most, regardless of location, race, political beliefs, religion, social status or culture. Yingo salutes their global network of volunteers, all united by fundamental principles including neutrality, which offers access to areas where other organizations may be denied. For the month of August, we are excited to fundraise for the Red Cross and contribute to our collective good.’ Explains Yingo’s director, Natalie Rivière.

‘The Red Cross is proud to be associating itself to Yingo for the month of August 2012’ adds Pierre-Claude Paré, director of financing for Canadian Red Cross in the Montérégie and Laurentides regions.

Following its founder Henry Dunant's vision, the Red Cross works to alleviate suffering caused by fighting. But the organization also helps people in times of peace to strengthen their capacities to live safer and healthier lives and prepare for and recover from disasters. For more than a century, Canadians have had their own Red Cross National Society dedicated to improving the situation of the most vulnerable people in Canada and around the world.

Launched on April 3rd 2012, Yingo is a 100% Quebec-based company based on an innovative group-buying model that combines fundraising for charitable organizations with community service and promotional campaigns. **10% of sales generated by promotional offers on Yingo.ca are donated to charitable institutions.** Each month, a number of healthy offers by socially responsible businesses are featured online. Yingo is committed to doing good for the community and the planet, and to assisting organizations devoted to positive change.

Yingo’s community-service sister site Yingo.org is a social network with an innovative, interactive approach to customer service that allows Yingo’s various partners to communicate with audiences via forums, group chat and other web tools.



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With its community engagement, tailor-made web services and healthy promotional offers, Yingo provides consumers with innovative new ways of making healthy life choices all the while contributing to the greater good of society.

Since the month of April, Yingo.ca has helped collect funds for [The Canadian Liver Foundation](#), [The Heart & Stroke Foundation](#), [Diabète Québec](#) and [Fondation Farha](#) thanks to the support of its promotional partners: [Yasmin Yoga](#), [Virgin Coast Fine Foods](#), [Afro Cuban Association of Montreal](#), [Beauté Libre](#), [Espace Chrysalide](#), [Luigi Lieggi](#), [Art's Hair](#), [La Source de la Santé](#), [Centre de Santé Renaissance](#), [Restaurant Ofelia](#), [Perfect Hand](#), [Ally Zwonok](#), [U.N.I. Training](#), [Bouddha Blanc](#), [Centre santé chiropratique Ahuntsic](#), [Groupe Voyages Québec](#), [Betty Reis](#), [le Refuge du Faubourg](#), [GymParc](#), [le Couscous Comedy Show](#), [Excursions Jacques-Cartier](#), [Pilates du Plateau](#), [l'Auberge Viceroy](#), [Hot Latin Salsa](#) dance school and [restaurant l'Escalier](#).

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