



Created by Survivors for Survivors.

**Press Release:**

**For Immediate Release**

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## **CANCER SURVIVORS CREATE NEW TWIST ON FUNDRAISING FOR A CURE**

**Atlanta, GA** . Kimo Kards™, America's first full line of cancer recovery greeting cards for men, women and children, announced today that it has developed an on-line donation selection tool for use with web-based, sales of its cards.

Kimo Kards™ were conceived and launched by cancer survivors, Debbie Trujillo and Joy Kramer as a way to support and encourage others on their journey back to health. Ten percent of the net proceeds from retail sales of the cards, and ten percent of the retail price of the cards from on-line sales go towards cancer research and support groups.

Co Owner, Joy Kramer, who is also the designer of the web-site, [www.KimoKards.com](http://www.KimoKards.com) saw the idea of allowing shoppers to choose their own charity as something that had never been tried before with online fundraising. "Instead of saying, 'ten percent of the proceeds goes towards one single charity (that the company designates)', we were able to develop a selection tool that lists several charities with each card chosen. People want to have control over how their donation is used, and if we can give them that, even down to increments of .40 per card, they can feel like they are making a direct difference with their favorite cause.

Kimo Kards™, currently offers shoppers the option to pick one of 5 different cancer related charities with each card sale, and is looking to add more philanthropic partners. "It's important for everyone to give back these days. One small contribution at a time can add up to a pretty big impact down the road for cancer research and support".

For more information, please contact either Joy Kramer at (404) 274-0068 or Debbie Trujillo at (813) 966-2520 or you can visit their web site at [www.KimoKards.com](http://www.KimoKards.com).

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