

DETROIT

FOUNDED 1914

Old Newsboys' Goodfellow Fund

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www.detroitgoodfellows.org

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“FORGOTTEN”

For Immediate Release

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One of Detroit's Oldest Charities Goes “Web 2.0”

DETROIT, Mich. — (July 16, 2008) — The Old Newsboys' Goodfellow Fund of Detroit proved it's 94 years YOUNG with the launch of a revamped, user-friendly Web site. Visitors to www.detroitgoodfellows.com will now find new information, more pictures, an interactive application, event ticket ordering options and a safe, secure way to donate online and help fulfill the organization's mission of ensuring there is “No Kiddie Without a Christmas.”

“The Internet is a great way to keep in touch with the public, especially young people,” said Detroit Goodfellows President Andrea Bronson. “Our newly updated site will help us continue to make our mission relevant to the ‘wired’ generation and hopefully bring in even more than the \$15,000 in donations we were delighted to receive through our old site.”

The new Web site, which can be found at its original Web address, www.oldnewsboysgoodfellows.org or at its new address, www.detroitgoodfellows.org, includes an “interactive” application form. Those interested in receiving a Goodfellows box filled with warm clothing, dental kits, books, toys and candy can fill out the form on their computer screen and submit it electronically with one mouse click. They can also download and print the form and send it via fax or “snail mail.”

Also included is a new doll page, with information on the history of the popular Goodfellows doll program, pictures of festively dressed dolls from past seasons and instructions for volunteers interested in dressing dolls.

-More-

Director, Sari B. Klok

MEMBERS AT LARGE

Mike Coakley • John Danaher

Nancy Foran • Ken Furton • Mark Grobber • Charles Hammond • Ernest Lofton • David March • Hal Matyn
William McIntyre, Jr. • Ken Neal • William Vogel • Gerald Wolberg • Therese Yglesias

Detroit Goodfellows Web site
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The Detroit Goodfellows plan to continuously reinvent the Web site with updated content and further interactive opportunities. Future enhancements will include adding a section where volunteers can more easily sign up to give their much needed time and a secure log-in area where Goodfellow members can share ideas, information and insights.

The 2008 fundraising goal is \$1.4 million to provide 30,000 Goodfellows holiday gift boxes to 30,000 children in Detroit, Hamtramck and Highland Park.

The Old Newsboys' Goodfellow Fund of Detroit is a 94-year-old charity founded in 1914 by James J. Brady. The organization includes over 300 members whose sole mission is to ensure that there is "No Kiddie Without a Christmas." It is the *original* and oldest Goodfellows organization and is not affiliated with any other Goodfellow group and there is no national headquarters. Each holiday season the Detroit Goodfellows distribute holiday gift boxes to children ages five through 13 living in Detroit, Highland Park and Hamtramck.

Outside of the Christmas season, the Detroit Goodfellows awards scholarships through Wayne State University, provides free shoes to children in need, sponsors shoe and dental programs and helps send hundreds of needy children to camp each summer through a "campership" program.

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