

Shop4Humanity is an Online Business Directory with a Heart

RALEIGH, N.C. – Jan. 30 (SEND2PRESS NEWSWIRE) – Shop4Humanity (www.Shop4Humanity.com) is a new and unique online directory that promotes businesses that give to charity. Whether the consumer is interested in a cure for cancer, better education, or world peace, Shop4Humanity.com offers a broad range of cause-related categories that are sure to encompass every interest.



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“Shop4Humanity.com is a new concept that differs from other sites by encouraging people to shop at businesses that give back to the community,” Michelle Dunston, founder explained. “There is no compiled directory out there where people can go to and find a comprehensive, yellow-page style listing of such businesses.”

Dunston started the online directory after a personal experience where a family member had cancer. After some introspection, she realized that it was important to support businesses that donate to local charities.

According to Dunston, charitable businesses seldom receive the elevated recognition that they deserve; Contributions usually go unnoticed to the general public. This is especially the case for smaller companies.

“Industry giants can afford extravagant advertising to broadcast their donations, but smaller companies may lack the major funding,” she explained. “My ultimate goal is to provide an affordable platform for smaller businesses to advertise their charitable donations.”

The outcome is a win-win situation where charities are financed, businesses are supported, and the consumer can feel good about their purchases.

The site is divided up into the following “cause-related” categories: animals, arts and culture, children and youth, community, disaster relief, education, health and disease, crime prevention, substance abuse, women and much more. Consumers can browse and buy from companies that sponsor their cause.

Shop4Humanity.com has plans for continued expansion. They hope to add more business sponsors in the upcoming months. As an incentive to build clientele, Shop4Humanity.com is currently offering one free annual directory listing for the first business sponsor in each cause-related category.

The listing will include the business name, name of the charity sponsored, and business banner. On a monthly basis, Shop4Humanity.com will send accumulated donation checks to charities.

For more information, please visit: www.Shop4Humanity.com.

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