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Florida Tourism Partners Join Box Project in Fight Against Rural Poverty, Donate Vacation Package to Fundraising Effort

ORMOND BEACH, Fla. (Jan. 30, 2007) – **The Box Project**, a national, non-profit organization dedicated to helping Americans living in rural poverty, has enlisted the help of two prominent members of Florida's tourism industry. **TradeWinds Island Resorts** on St. Pete Beach, and **Busch Gardens® Tampa Bay** are together offering a four-night vacation package* for four as an incentive to donate funds to support The Box Project's year-round programs and critical services for those in need. Everyone who makes a \$25 donation to The Box Project by March 15, 2006, will automatically be entered into a random drawing for the vacation package, which is valued at more than \$1,800. The drawing will be held on Friday, March 16.

The winner of the drawing will receive a Florida vacation package that includes a four-night stay for four at the TradeWinds Sandpiper Suites on St. Pete Beach, one \$75 gift certificate to Piper's Patio Restaurant at the TradeWinds Sandpiper Suites, four one-day theme park passes to Busch Gardens® Tampa Bay, and \$300 in spending money for food or travel.

"At the start of each new year, we have to remind everyone that the tremendous need for assistance doesn't end when holiday season is over," said Susan Patneau, Executive Director of The Box Project. "We're very excited to have this generous vacation package available as an incentive to make continued donations to our special year-round programs."

According to the most recent census data, 37 million Americans are currently living in poverty. The Family Match program is the primary year-round program in which The Box Project acts as matchmaker, pairing an individual, family or group of sponsors with carefully-screened Americans living in rural poverty. About once a month, sponsors send a box with food, clothing, and other essential supplies directly to their match family, along with a letter. Communication between the families is an important element of the program and both sides of the relationship benefit by the friendships that develop. Sponsors control the amount of time and material resources they contribute each month, but the direct communication between sponsors and recipients provides a unique opportunity to develop lasting, personal relationships.

In addition to the Family Match Program, The Box Project offers other opportunities to assist America's rural poor. The *Educational Fund* provides financial aid for recipient family members seeking higher education and vocational training, while the *Back to School Fund* contributes funds for school supplies and uniforms to children in families waiting for a sponsor. The *Emergency Fund* distributes limited funding to qualified recipient families for unexpected emergencies, such as a fire or family illness. These three special programs assist recipient families of The Box Project living in the hardest hit areas of poverty in the country to overcome obstacles and alleviate suffering. "Each of these programs is designed to help our recipient families increase self sufficiency and break the cycle of poverty," added Patneau.

Founded in 1962, The Box Project, Inc. is a 501(c)(3) organization with headquarters in Central Florida. Working to help rural Americans living in areas with the highest rates of poverty, The Box Project seeks to ease the effects of poverty and increase mutual understanding by establishing meaningful relationships, promoting education, and offering material aid. With the help of referring agencies located in the areas served, The Box Project offers programs that simply alleviate the suffering of some, while also providing opportunities to support the growth and success of others seeking to learn how to make life better for themselves and their families and willing to work toward the goal of achieving increased self-sufficiency. For general information or to sign up to be a sponsor, please visit www.boxproject.org. For other information, please call 1 800-268-9928.

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*Official Rules: No purchase, contribution or payment of any kind is necessary to enter or win this trip. To enter, please complete and send your official entry form, with or without a contribution, to The Box Project®, 100 Business Center Drive, Suite 26, Ormond Beach, FL 32174. All entries must be received by midnight March 15, 2007. No mechanically produced entries will be honored. The Box Project® is not responsible for lost, late, misdirected, damaged, illegible or postage-due mail. Entries become the property of The Box Project® and will not be returned. There will be a random drawing on Friday, March 16, 2007, to determine the winner, and the winner will be notified by phone and by mail. The Trip Give Away opportunity is open to residents of the US ages 18 or older. All federal, state and local laws and regulations apply. Taxes are the responsibility of the winner. Prize is not redeemable for cash. Void where prohibited by law. Winners will be required to complete a Talent Release for publicity purposes. All travel arrangements are the responsibility of the winner. There will be no substitutions for prize. To find out the winner, please check our website after March 19, 2007, at www.boxproject.org.