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## FOR IMMEDIATE RELEASE

### **Giverly International, and the Texas High School Coaches Association, Partner on Shop and Save for Kids Fundraising Initiative**

***Partnership brings innovative shopping savings app to school districts in Texas to help fund education and extracurricular programs, and increase awareness and support for THSCA Benevolence Fund.***

Temple, Texas and San Marcos, Texas – March 30, 2017 – Giverly International, a nonprofit technology leader, and the Texas High School Coaches Association (THSCA), the principle advocate and leadership organization for Texas high school coaches, today announced a partnership to help fund school programs by bringing a custom version of the Giverly fundraising application to school districts in Texas.

The Shop and Save for Kids initiative provides school districts with a fundraising solution that empowers family, friends and local business to more easily and consistently support their school programs when shopping online. The free Giverly app links to over 9,000 retailers, including Amazon and Walmart, to allow supporters to compare product pricing and features, search stores, and save money with daily discounts and coupons. Each school branded app links to online retailers where purchases can be securely made. As school supporters use the app to shop and save, 50% of the affiliate marketing dollars, from each transaction, are routed from the retailer to the designated school, club or program to support fundraising efforts. This creates the potential for year-round funding that's more passive and less intrusive than traditional sales-driven fundraising efforts.

"Our schools and extracurricular programs are facing serious funding challenges," said D.W. Rutledge, Executive Director, Texas High School Coaches Association. "The Texas High School Coaches Association is proud to partner with Giverly to support the Shop and Save for Kids initiative. We believe this innovative, hassle-free fundraising solution will help schools, coaches and administrators meet these challenges head on, and through our partnership, bring awareness and support to important programs like the THSCA Benevolence Fund."

"We're excited to partner with the Texas High School Coaches Association to bring the Shop and Save for Kids initiative to our schools in Texas," said Matt Fraizer, CEO & Co-founder, Giverly International, Inc. "Coaches, athletic directors, teachers and school administrators do such important work in our communities, and we can't thank them enough. We're proud to play a small role in helping schools improve their fundraising efforts, and through our partnership with the THSCA, help strengthen and support vital programs like the THSCA Benevolence Fund."

Today's announcement comes as school districts in Texas continue to face funding challenges and uncertainty. The Shop and Save for Kids initiative offers school districts a funding alternative to help support school programs in need and bolster existing fundraising efforts. As a part of the initiative, Giverly is sponsoring the THSCA Benevolence Fund and other important THSCA programs. Fan Affinity, Inc., a Giverly International channel partner, is assisting with the launch of Shop and Save for Kids.

To learn more about Shop and Save for Kids, please visit [www.shopandsaveforkids.com](http://www.shopandsaveforkids.com). To schedule a meeting for your school district, please contact Giverly Channel Partner, Fan Affinity, at (800) 956-7009, or via email at [info@fanaffinity.com](mailto:info@fanaffinity.com).