

CAFAMERICA APPLAUDS EUROPEAN LAUNCH OF MASSIVEGOOD CHARITY IN SPAIN, HIGHLIGHTING PROJECT'S CONTINUED GROWTH AND SUCCESS

"MASSIVEGOOD AMERICA FUND" Working to Funnel U.S. Traveler's Contributions to Major New Campaign Combating HIV/AIDS, Malaria and Tuberculosis Abroad

ALEXANDRIA, VA.///June 7, 2010///CAFAmerica, a member organization of the UK-based Charities Aid Foundation international network of offices, today pointed to the new launch of the MASSIVEGOOD charity in Spain as more evidence of the international aid project's rapidly expanding scope.

MASSIVEGOOD, a major new initiative to raise funds for global health through travel, went live in Spain on June 1st. Leisure travelers in Spain will now be able to "click" on MASSIVEGOOD when they book travel reservations and give a €2 "micro-contribution" to fight HIV/AIDS, malaria and tuberculosis and to improve maternal and child health in the developing world.

CAFAmerica CEO Susan Saxon-Harrold said: "CAFAmerica continues to assist Millennium Foundation by providing the travel and entertainment industries with a means to make their donations in a tax-effective manner. This ongoing collaborative effort of the worlds of travel, entertainment and philanthropy is gaining more momentum every day, and now the effort has reached into Europe with the launch of MASSIVEGOOD in Spain. We are excited about the international expansion of the project and expect that this will build more curiosity and engagement with travelers in the U.S. as well."

CAFAmerica announced in March 2010 that it had partnered with The Millennium Foundation to establish the "MASSIVEGOOD America Fund". The CAFAmerica-managed MASSIVEGOOD America Fund is handling U.S. traveler contributions to the Millennium Foundation's MASSIVEGOOD charitable campaign. MASSIVEGOOD is designed to mobilize new sources of innovative funding to achieve the three health-related Millennium Development Goals agreed to by the UN in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health.

The launch of this unique initiative has already enabled US travelers to make small donations of \$2 or more online simply by clicking on the MASSIVEGOOD link on commercial travel websites, such as those for Travelocity and Accor Hotels and through travel agents.

For more information about the "MASSIVEGOOD America Fund" at CAFAmerica, visit: <http://www.cafamerica.org>. To see which corporate partners are currently supporting the MASSIVEGOOD initiative, visit <http://www.massivegood.org>.

ABOUT CAFAMERICA

Charities Aid Foundation America (CAFAmerica) was founded in 1992, and is a member organization of the United Kingdom based Charities Aid Foundation international network of offices, which provides charitable financial services to individuals, global corporations, charities, and foundations. CAFAmerica is dedicated to expanding borderless charitable giving by providing guidance and international grant making solutions for donors and charities. Together with its UK subsidiary for dual US/UK taxpayers, the CAF American Donor Fund, CAFAmerica makes over \$40 million in grants to charities in 76 countries around the world. CAFAmerica's range of charitable solutions include: Donor Advised Gifts, Donor Advised Funds, Matching Donor Advised Funds, Designated Funds, bequest planning and 'Friends of' Charity Funds

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