



MEDIA RELEASE

For Immediate Release
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RANT & RAVE FOR A CAUSE

Twenty five Australian charities have been thrown a lifeline this week with the announcement that online business search directory TrueLocal will donate 50c to charity for every business review received. A range of charities from The Australian Red Cross to Youth off the Streets are set to benefit from the initiative, which launches on Wednesday 20 August, and there is no limit to the number of reviews a person can submit.

Designed to help provide other consumers with independent advice on local businesses, the TrueLocal review and rating system, otherwise known as Rant & Rave, is expected to deliver a major windfall to those in need. As there is no limit to the number of reviews a person can write, more money will be raised. As an example, by submitting twenty TrueLocal reviews, \$10 will be raised for a nominated charity of choice.

Charities from a variety of sectors will benefit from the initiative including child, illness and disability, community and youth, environmental and animal welfare to medical research and support. There is a charity that will appeal to everyone and donations can be split between charities of choice.

Ms Jo Thoreley from Wayside Chapel is thrilled to have TrueLocal's support, "this is a great initiative that comes at a time of year when traditionally it is more difficult for charities to fundraise. We encourage everyone to get behind the Rant & Rave for Charity program."

The Rant & Rave program has also attracted a host of celebrities, including Bianca Dye and Jade MacRae who have put their weight behind the campaign. They'll be sharing their favourite local eateries and shopping hot spots - all for a great cause.

Visit TrueLocal today at truelocal.com.au and submit a review for charity. Click on the Rant & Rave section on the home page.

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