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FOR IMMEDIATE RELEASE

Lisa E. Campbell  
Director of Marketing & Development  
469-357-8512 214-435-8555  
[Lisa\\_Campbell@aidmatrix.org](mailto:Lisa_Campbell@aidmatrix.org)

## **Aidmatrix Designs Website Aiding in Hurricane Dean Relief**

### *Donors can Use One-stop Site for Products and Financial Resources*

DALLAS – As Mexico City and other parts of its nation endured the pummel of rain from hurricane Dean, a relief website was being created for public use to channel aid relief. The Aidmatrix Foundation® (Aidmatrix) offered to lend its technology and expertise to those needing assistance now that Dean has moved on.

“As a nonprofit organization, some of our core values include globalization, humanity, opportunity,” said Scott McCallum, Aidmatrix president and CEO. “We know people are suffering from the storm, and we are in a position to help. It’s our duty to seize this disaster and turn it into an opportunity.”

Aidmatrix, a nonprofit built on partnerships between public and private sectors to assist nonprofits, uses the business concept of supply chain technology and makes it accessible for humanitarian aid.

The concept is simple: donors offer product, volunteer or other resources to people affected by an emergency. Nonprofits and governments, international to local, work in concert with the system to direct aid where it's most needed. And front-line responders can streamline offers in real-time response. Aidmatrix leverages this technology to efficiently mobilize in-kind products, alleviating the "disaster after the disaster" of unusable or wasted donations.

By creating a donations management site for Hurricane Dean, Aidmatrix can facilitate aid to:

- Food Bank Association of Mexico (Banco de Alimentos de Mexico)
- Food Bank Association of Guatemala (Banco de Alimentos de Guatemala)
- World Emergency Relief – Central America

It supports a virtual exchange between those who want to donate and those needing help, getting the Right Aid to the Right People at the Right Time™. Log onto: <http://www.aidmatrix.org/hurricane2007/>

***Aidmatrix delivers powerful solution tools to connect those who have, with those in need. Deploying supply-chain technology, Aidmatrix leverages public- and private-sector resources with charitable organizations in relief services -- creating opportunity and orchestrating the Right Aid to the Right People at the Right Time™. Aidmatrix mobilizes more than \$1 billion in aid annually, working with more than 35,000 nonprofits, companies and government agencies worldwide. The international 501(c) (3) organization activates product, human and financial resources impacting the lives of more than 65 million people.***

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