



**CONTACT:** Stephanie Caponigro  
810.624.5550  
steph.caponigro@yahoo.com



**CLAIM YOUR INCH. SUPPORT A CAUSE. CHANGE THE WORLD.**

**My Inch Of The Earth® and The Pink Fund  
Offer a Unique Way to Honor Mom This Mother's Day**

(BLOOMFIELD HILLS, MI) April 30, 2013 – A card, flowers, a picture in a frame or brunch? How far will you go to honor Mom on May 12th? Would you go to the edge of the Earth?

Mother Earth is a pretty big place and it's impossible to get to the edge. However, today's digital world makes it possible to celebrate Mom and claim an inch of it. My Inch Of The Earth offers a unique alternative to traditional Mother's Day gift ideas, and the giver can shop from the comfort of home.

**Claim Your Inch**

At [www.myinchoftheearth.com](http://www.myinchoftheearth.com), gift givers can choose a memorable place, claim it as their own, and personalize it with words, photos or video. Each virtual inch is marked by latitude and longitude coordinates exclusive to the purchaser and printed on a GoodDEED certificate.

**Support A Cause**

Gift givers are encouraged to select a worthy cause to support and make an annual donation of \$12 (just \$1 per month). One of My Inch Of The Earth's non-profit partners is The Pink Fund. In kind donations to this organization help sustain its mission to provide individuals in active treatment with up to 90 days of direct financial assistance to cover non-medical expenses, such as health insurance premiums, housing, transportation and utilities.

"We aim to make a difference with things like keeping the lights on during what can be a dark time in the lives of breast cancer patients, and payments to continue necessary health care insurance that sustains and provides healing," says Molly MacDonald, breast cancer survivor, and founder and president of The Pink Fund. "It is funding for basic needs because as someone who knows from experience, it is a lonely journey, but it's made easier through help and kindness along the way."

**Change the World**

When individuals share their stories and make small donations, they make a huge difference for the cause they choose to support.

"My Inch of the Earth is a new, unique way to honor someone you love," says Dan Glisky, president of TerraYebo, parent company of My Inch of the Earth. "What better time of the year to do that AND make a difference for a charitable cause than Mother's Day."

Michele Favoretto, founder and CEO of TerraYebo, goes on to say, "By inviting others to join this experience, awareness is raised for our partner causes and helps to empower, protect and inspire people around the world. The power of your inch is limitless."

###

### **ABOUT THE PINK FUND**

While fighting for their lives, many breast cancer patients in active treatment lose their livelihoods. Unable to work, patients often face catastrophic financial losses. The Pink Fund, founded in 2006 by breast cancer survivor, Molly MacDonald, who experienced this very circumstance, provides individuals in active treatment with up to 90 days of direct financial assistance to cover non-medical expenses, such as health insurance premiums, housing, transportation and utilities. Payments are made directly to their creditors. By providing this financial bridge, The Pink Fund's limited, yet critical financial assistance can help prevent some of these losses, most importantly ensuring an individual's access to continuing care while on leave made possible by the Family Medical Leave Act. The Pink Fund helps to meet basic needs and decrease stress levels, helping breast cancer patients strengthen their fight to improve survivorship outcomes and quality of life. For more information, visit [www.thepinkfund.org](http://www.thepinkfund.org).

### **ABOUT MY INCH OF THE EARTH**

MyInchOfTheEarth.com will be the world's most experiential micro-funding site for nonprofits, where users can claim any virtual inch of the earth or ocean, share why that place is important, and choose a nonprofit that either supports the preservation of that place or a nonprofit that does good in the world.