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New SmartPhone App Poised to Launch Mission of Triangle-based Childhood Cancer Organization

Raleigh, N.C., March 8, 2010: A new SmartPhone app named Tap-n-Give is now available supporting Triangle-based Striving for More, a nonprofit organization dedicated ensuring that children with cancer and their families receive quality emotional and spiritual support.

Tap-n-Give provides its users a quick, on-the-go way to connect with the causes they care about most, and will support Striving for More initiatives including its Courage Beads Program. Courage Beads are designed to let children with cancer commemorate their personal cancer journey. Every time a child has a procedure – whether a chemotherapy infusion, radiation therapy, bone marrow aspirate, blood transfusion or other procedures – they receive a special bead from a member of the medical team to add to their “courage bead necklace.”

Tap-n-Give provides individuals interested in Striving for More an easy way to support the organization. In exchange for a couple small paid downloads through iTunes, each user receives several custom-designed images that help spread Striving for More's vision of a community where all children with cancer, and their families, receive the critical emotional and spiritual support they need. These small gifts – multiplied by the vast numbers of iPhone, iPod Touch and iTunes users – have the ability to amass sizeable donations and spread incredible awareness for Striving for More during the organization's four-month duration on Tap-n-Give.

“Online giving powered a successful presidential campaign and the concept of mobile giving, otherwise known as text-donations, has raised millions of dollars in the just the last year” said Tonia Zampieri, founder and president of iHeart Charity and the person who conceptualized the idea behind Tap-n-Give. “New technological platforms are changing the way funding and awareness is raised by engaging people on a level that is most familiar to them, is with them all the time, and allows them to feel part of tremendous momentum. Tap-n-Give does just that.”

Diane Moore, Founder and Executive Director of Striving for More, comments, "I am excited that Striving for More is going to be one of the nonprofit organizations featured in the Tap-n-Give application. It gives us a unique and innovative opportunity to leverage micro-donations to raise awareness and critical funding."

About Striving for More

Striving for More is a Triangle-based nonprofit organization dedicated to ensuring that children with cancer and their families receive quality emotional and spiritual support. The organization was founded by Diane Moore in 2008 after her nine-year-old daughter, Colleen, lost her battle with cancer. During her daughter's illness, Diane found that emotional and spiritual support services for children with cancer are underfunded, particularly when hospitals are competing for limited resources. Striving for More is dedicated to encouraging and funding quality psychosocial services, so that every child with cancer receives the critical support they need. For more information, please visit www.striving4more.org.

About iHeart Charity

iHeart Charity is committed to helping meaningful causes by finding the most innovative ways to connect with a new audience of givers through mobile technology thereby empowering them to make significant heartfelt steps toward healing the problems of a troubled world. iHeart Charity's ground-breaking SmartPhone app Tap-n-Give plans to expand to the Americas and Europe in 2010 and 2011 to further help causes who would otherwise not have opportunities on mobile technology. iHeart Charity is headquartered in Raleigh, N.C. Additional information about the company is available at www.iheartcharity.com.