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Planet Fundraiser

Total time: 1:00

Planet Fundraiser app launching in Auburn

Hayley Wright, Producer

ANNOUNCER: THE NEW BIRMINGHAM-BASED FUNDRAISING APP, PLANET FUNDRAISER, IS COMING TO AUBURN, ALABAMA. ON APRIL 29, 2017, PLANET FUNDRAISER WILL HOST “THE BIG GIVE DAY” TO CELEBRATE THE LAUNCH OF THE APP WITH MERCHANTS, NONPROFITS AND SCHOOLS IN THE AUBURN AREA. THE FESTIVAL EVENT WILL FEATURE FREE FOOD, LIVE MUSIC AND BOOTHS FOR SUPPORTING MERCHANTS IN DOWNTOWN AUBURN FROM 8 A.M. TO 8 P.M. KASEY BIRDSONG, FOUNDER AND CEO OF PLANET FUNDRAISER, EXPLAINS THE USE OF THE APP.

KASEY BIRDSONG: “Planet Fundraiser was created to simplify the fundraising process. Users download our free app, shop as usual at their favorite merchants and then upload a picture of their receipt. Merchants then donate a percentage of sales to chosen nonprofits and

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schools. It's as simple as SHOP. SNAP. GIVE. This is going to be a great tool for the Auburn community and will help businesses and shoppers easily make a difference."

ANNOUNCER: IN CELEBRATION OF THE LAUNCH, SUPPORTING MERCHANTS IN THE AREA HAVE

AGREED TO DOUBLE THEIR PERCENTAGE DONATED ON THE BIG GIVE DAY. PLANET

FUNDRAISER HAS ALREADY HELPED USERS IN BIRMINGHAM DONATE MORE THAN \$500,000 TO

NONPROFITS AND SCHOOLS. SO FAR, THE COMPANY HAS SPREAD TO SURROUNDING CITIES

SUCH AS NASHVILLE, ATLANTA AND MONTGOMERY. USERS IN AUBURN WILL HAVE THE

OPTION TO SHOP AT NUMEROUS SUPPORTING MERCHANTS DOWNTOWN, AS WELL AS IN

TIGER TOWN AND OPELIKA. PHILLIP DUNLAP, DIRECTOR OF THE CITY OF AUBURN'S

DEPARTMENT OF ECONOMIC DEVELOPMENT, EXPLAINS THE IMPACT PLANET FUNDRAISER CAN

HAVE ON AUBURN.

PHILLIP DUNLAP: "We are beyond excited to welcome Planet Fundraiser to Auburn on The Big Give Day. This app will not only encourage users to shop locally, but merchants will experience a great boost in sales and nonprofits and schools in our area will have a simple way to raise funds. It's a win-win-win for our town."

ANNOUNCER: FOR MORE INFORMATION ABOUT THE PLANET FUNDRAISER APP AND THE BIG

GIVE DAY, CONTACT HAYLEY WRIGHT, DIRECTOR OF COMMUNICATIONS AT PLANET

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FUNDRAISER, AT (571) 528-0578. THAT NUMBER IS (571) 528-0578. THE PLANET FUNDRAISER

APP CAN BE DOWNLOADED TO MOBILE DEVICES FOR FREE FROM THE APP STORE OR GOOGLE

PLAY.

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