

# The Hunger Site and GreaterGood Network Harness the Power of the Internet to Aid Cyclone Victims in Bangladesh



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Press Release Author: [The Hunger Site](http://www.thehungersite.com)

Industry: [Internet & Online](http://www.thehungersite.com)



**Press Release Summary:** [The Hunger Site](http://www.thehungersite.com) (<http://www.thehungersite.com>), one in a family of click-to-give Web sites known as the GreaterGood Network, responded to the devastating cyclone in Bangladesh

with an innovative way the public can make tax-deductible donations for disaster relief. Through its online store, donors can buy aid packages to directly help victims of Cyclone Sidr. Known as Gifts That Give More™, these aid packages contribute 100% of the funds generated directly to BRAC, the largest non-governmental organization in Bangladesh, for emergency relief, and MSUK (Manob Sakti Unnayan Kendro) to help provide clean, safe water.

Press Release Body: SEATTLE, December 11, 2007 – **The Hunger Site** (<http://www.thehungersite.com>), one in a family of click-to-give Web sites known as the **GreaterGood Network**, responded to the devastating cyclone in **Bangladesh** with an innovative way the public can make tax-deductible donations for disaster relief. Through its online store, donors can buy aid packages to directly help victims of **Cyclone Sidr**. Known as **Gifts That Give More™**, these aid packages contribute 100% of the funds generated directly to **BRAC**, the largest non-governmental organization in Bangladesh, for emergency relief, and **MSUK** (Manob Sakti Unnayan Kendro) to help provide clean, safe water.

Immediately following **Cyclone Sidr**, **BRAC** launched an extensive relief operation in more than 2,500 villages in the most affected districts of Bangladesh. Since the cyclone, more than 30,000 families have received food relief packages from BRAC, with plans to reach 150,000 families with relief by the end of this week. **BRAC** medical teams have treated nearly 2,000 patients in the most remote areas of Bangladesh.

The nonprofit organization **MSUK** believes in using the power of science and technology to address the crises of poverty. Through its innovative **SONO Filter Program** it has helped thousands of poor gain access to safe drinking water by providing filters to urban and rural areas. The filter simply but effectively removes disease-causing arsenic and other contaminants from the water supply. Hundreds of filters are being distributed to families in **Cyclone Sidr** affected areas of Bangladesh, helping to reduce the spread of disease by ensuring families have safe water for drinking and cooking.

**The Hunger Site** and the **GreaterGood Network's** unique [\*\*Gifts That Gives More™\*\*](#) program allows 100% tax-deductible contributions to pass directly through to nonprofit causes. This program gives **The Hunger Site's** growing community of supporters a meaningful and direct opportunity to fund specific services for people, animals and causes in need, and enables the contribution to be made as a holiday gift.

**Tim Kunin, co-owner of CharityUSA** comments, *"The storm itself was horrible, with thousands killed and injured. The aftermath of the storm could be worse. The disruption of whole communities by **Cyclone Sidr** in **Bangladesh** could lead to thousands of additional deaths due to lack of food, medicine, sanitation, and clean drinking water. Hunger and disease follow natural disasters. **The Hunger Site***

*has responded by partnering with **BRAC** and **MSUK** to harness the power of the Internet to help others so desperately in need."*

**The Hunger Site** has been working with **BRAC/Aarong** since 2004, supporting programs to benefit world artisans and create unique and meaningful gifts.

**About [The Hunger Site](#) & GreaterGood Network**  
**The Hunger Site** is the original, flagship Web site in a growing family of cause-related sites operating as the **GreaterGood Network**. Other sites include **The Breast Cancer Site**, **The Child Health Site**, **The Animal Rescue Site**, **The Rainforest Site**, and **The Literacy Site**. Each site is focused on a specific need and allows supporters to benefit leading charities with simple, everyday online actions such as clicking to give and shopping to give more. In addition to 100% of sponsor advertising, a portion of every sale in the suite of **GreaterGood Network** stores goes to charity. At **The Hunger Site**, those funds help provide food for impoverished people in the U.S. and overseas through its charity partners, **America's Second Harvest** and **Mercy Corps**. Since **The Hunger Site** launched in June 1999, hundreds of millions of people from around the world have clicked and shopped to make a difference. On average, over 220,000 individuals visit **The Hunger Site** each day.

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