



## **jdeal Raises Nearly \$200,000 for Jewish Charities in 2012 through micro-donations**

*Discount deal site for the Jewish consumer attracts a new generation of donors with a new platform for online giving*

New York, January 24, 2013 – jdeal.com, the premiere online discount site offering daily deals geared towards the Jewish buyer raised nearly \$200,000 for Jewish charities in 2012 through jdeal Gives, a platform created to solicit micro-donations from consumers. The jdeal Gives program offers buyers the chance to donate smaller amounts such as \$9 or \$18 which are then matched by an anonymous donor to charities such as UJA-Federation of New York, Magen David Adom, Metropolitan Council of Jewish Poverty, American Friends of Meir Panim and Share Tzedek Medical Center in Jerusalem.

“It has been a privilege to work with Jewish charities and local organizations on jdeal Gives,” said Jodi Samuels, co-founder of jdeal. “These partnerships allow us to be more than just a successful daily deal site. They give us the opportunity to contribute to the Jewish community in a bigger and more meaningful way. We felt it was very important to include Jewish philosophies such as tzedakah’ which means ‘charity’ in Hebrew and ‘tikkun olam,’ which means ‘repairing the world,’ into our business model. Giving to the less fortunate and participating in humanitarian relief projects are just a few ways that jdeal.com has made a difference in the lives of others.”

Earlier last year, American Friends of Meir Panim (AFMP), whose mission is to feed impoverished families and children living in Israel, raised \$25,000 from one jdeal. “We are thrilled with the results of our charity deal that was featured on jdeal.com,” said Michael Fromm, Chairman of AFMP. “Through this partnership, we were able to reach a new market of donors, generating major exposure to our target audience and raising significant dollars without having to spend on advertising.”

According to Samuels, charities continue to partner with jdeal.com because they recognize it is an excellent way to promote their brand, save dollars on advertising, and develop a new donor base of givers without spending any money. Unlike other group buying sites, jdeal has created a unique use of the daily deal to generate awareness about Jewish philanthropies and causes that people might otherwise not know or care about. The jdeal Gives program has been so successful in raising money for charities as well as tapping into a new donor base that there is currently a waiting list of philanthropies to be featured as daily deals.

“Over the last year, jdeal consumers are opening up their wallets and donating to organizations through jdeal Gives in the very same way they would purchase a half-priced manicure or discounted dinner at an upscale Kosher restaurant,” said Samuels. “Both types of deals have become impulse purchases. So, whether it’s a deal for discounted theatre tickets for \$20 or the chance to donate \$18 to a charity, the spending habits of our users are the same. When they see an appealing deal, they buy it.”

Since its launch in late November 2010, jdeal.com has grown its database from 500 opt-in names to 70,000 people, featuring deals in major cities such as New York, Miami, Los Angeles, Chicago and even Tel-Aviv. More than 600 merchants have been featured, including restaurants, salons, conferences, off-Broadway shows, publications, charities, events and more. Jdeal.com has also caught the attention of major news outlets, having been featured in *Fortune*, *The New York Times*, *New York Post*, *NY1*, *Ad Week* and others.

In addition to providing deals to major cities, jdeal.com is a partner of sister site Metroimma.com, an online community for Jewish moms as well as Buy Israel Week, a major initiative taking place February 25 – March 3 2013 to combat the Boycott, Divestment and Sanctions (BDS) movement against Israel and promote the sale of products from Israeli brands. Buy Israel Week sponsors will benefit from a marketing package that includes exposure to up to one million people in targeted markets across the U.S., as well as comprehensive social media.

**For more information, please visit [www.jdeal.com](http://www.jdeal.com).**

### **About jdeal.com**

Founded in 2010, jdeal.com is a premiere online discount site offering daily deals geared towards the Jewish consumer. With an initial focus on the New York area, jdeal.com aims to offer exciting daily deals from kosher restaurants, spas, hotels, salons, and more. jdeal.com is a division of JMedia Connections Inc. For more information, please visit [www.jdeal.com](http://www.jdeal.com).

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