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ORGANIZATIONS AND NON-PROFITS HAVE A NEW PLACE TO CALL HOME

MyRegistry.com announces the launch of donation registries

FORT LEE, N.J. - MyRegistry.com, the leader in online gift registry technology, has announced today the launch of its new service for organizations and non-profits that wish to coordinate gift requests and collect donations. This expansion provides charities and groups with a secure web location where they can obtain any type of contributions they request- both traditional and unorthodox.

Donation registries function much like the traditional MyRegistry.com gift list. Organizations are able to specifically request any item that they need, from any store that they want, and they can also ask for cash donations. For example, a charity can create a Cash Gift Fund to collect donations for its cause, or a local house of worship can fill its registry with items that it needs for the community. In addition to gift coordination, groups can also utilize convenient features such as the photo gallery, the announcement center and the event details page. This allows groups that do not have a traditional website to effectively communicate news to members of their community.

When potential donors access MyRegistry.com, they can search for organizations using the group name rather than an individual name. After locating the organization's registry, visitors are able to easily donate money through MyRegistry.com's patent-pending Cash Gift Fund, or they can purchase the specific items that the group has posted.

"We are extremely proud to provide all organizations with a safe and secure platform for monitoring all of their outreach initiatives," said Oded Berkowitz, MyRegistry.com founder and CEO. "This new feature furthers our mission to create registries for every person and occasion."

Launched in 2005, MyRegistry.com is a web service dedicated to streamlining the gift-giving process. By creating a platform where people can construct universal registries, MyRegistry.com has carved its spot as a leader in the online registry marketplace.

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