

## REMO General Store leaves a Footprint

Iconic online shopping site REMO General Store ([www.REMOGeneralStore.com](http://www.REMOGeneralStore.com)) is the latest e-commerce business to join The Footprints Network, an endeavour which results in the collection of micro-donations via online transactions for charity projects around the world.

The Founder of REMO General Store, Remo Giuffré, says that the partnership with Footprints represents a great fit for his business and its global network of "CustOMERs".

"REMO General Store CustOMERs expect us to keep delivering exciting developments, that are as innovative as they are positive," says Remo. "The alliance with Footprints enables CustOMERs to make small donations that collectively have a major impact on improving the lives of those who most need it. It offers our CustOMERs the opportunity to participate in something bigger and more meaningful than just the purchase of a product online."

Remo says that the thousands of tiny Footprints donations add up to a real collective power, providing enough money to fund projects such as building a primary school in a Cambodian village or training community health care workers in South Africa.

"REMO General Store is the front end for a community-driven merchandising and commerce model, and shares the Footprints vision of being able to tap into online communities to make a difference," says Remo. "Charitable giving and the support of those less fortunate is an important part of the REMO brand. Being part of this initiative fits perfectly with our values and addresses a core CustOMER desire, the desire to **give** as a part of a caring community."

"We're looking forward to developing and nurturing this partnership and seeing community projects come to life as a result of our collective CustOMER contributions."

The Footprints Network provides partners such as REMO General Store with the technology to integrate with their own online customer interface. As customers reach the point of purchase, they're offered the choice of making a micro-donation of between \$1 and \$5 to one of a number of nominated community projects, shown on screen.

The Footprints Network was founded by global online travel insurance company WorldNomads.com.

Footprints founder, Simon Monk, says the technology has the potential to become the CSR vehicle of choice for online companies worldwide.

"With billions of dollars of e-commerce transactions occurring every day around the world, a really small donation from enough people would have the potential to make an enormous difference. We're thrilled to welcome REMO General Store to the network, and we hope to inspire a broad network of e-commerce companies to get involved", says Simon.

Importantly, 100% of funds raised through the online fundraising system are distributed to projects run by reputable charities with all administrative costs covered by founding member, 'The World Nomads Group'.

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