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## **PRESS RELEASE**

### **Hands to Hearts International Joins BluMail to Help Provide “Make-A-Difference” Internet Portal for People in Developing Nations**

**PORTLAND, Ore.—July 14, 2000—** Hands to Hearts International (HHI) [www.handstohearts.org](http://www.handstohearts.org) today announced that it has joined BluMail ([www.blumail.org](http://www.blumail.org)) as an alliance member to help bring “make-a-difference” information and resources to people in developing countries who are just coming online and new to the Internet.

BluMail provides free e-mail accounts, educational content, employment leads, and information on entrepreneurship, networking, mentoring, and volunteering, with focus on developing nations where millions of people, particularly youth, are expected to gain Internet access in the next five years.

Launched in the fall of 2008 at the United Nations (U.N.), with initial support from U.N. organizations and Cisco Foundation, BluMail already has garnered dozens of well-known and well-respected firms and international development groups as alliance members. In addition to Hands to Hearts International, alliance members include Day Life, Food for the Poor, Global Learning Portal, Interaction, Teachers Without Borders, United Nations Development Fund for Women, United Nations Global Alliance for ICT and Development, World Computer Exchange and World Federation of United Nations Associations. For a complete list of BluMail alliance members as well as invited organizations, please visit <http://www.blumail.org/partners.html>.

“This is a extraordinary opportunity to truly help make the world a better place by giving millions of people easy, real-time access to critical information affecting their lives and communities,” said Laura Peterson, Executive Director of Hands to Hearts International. “We are thrilled to be able to leverage BluMail as an additional and powerful channel for informing people about our projects and initiatives, and also for providing resources.”

BluMail solves a real challenge for alliance members. These organizations have thousands of Internet pages with important – life-altering and even life saving – information for the people they serve in developing nations. However, it is difficult to attract these people to their Web sites and even tougher to get them to return – to regard the sites as regular online destinations. BluMail brings users to a portal Web site with alliance members’ content and peer-to-peer networking opportunities every time they check their email.

The easy-to-understand content focuses on activism and volunteering, conflict resolution, global news from the world’s best sources, entrepreneurship, environmental issues, healthy lifestyles (e.g., AIDS and malaria prevention), human rights, religious understanding, women’s empowerment, youth leadership development and empowerment, mental health, employment, story sharing, networking, mentoring and volunteering. The Web site currently can be translated instantly into 10 languages, with more planned.

“We’re delighted to have HHI join the BluMail community as an alliance member,” said Dr. Sarah McCue, Founder and Board Chair of BluMail. “This is an organization that already is doing incredible work and now, through BluMail, will be able to reach and help more people and countries every day.”

NGOs, nonprofits, and technology companies interested in joining BluMail as alliance members can learn more at [http://www.blumail.org/join\\_us.html](http://www.blumail.org/join_us.html) and are invited to send information on their organizations, along with a request to join, to [info@blumail.org](mailto:info@blumail.org).

## **About BluMail**

BluMail is an online community for people in developing nations, especially youth, to find information and resources for improving their lives, local communities and countries. BluMail offers free email accounts as well as “make-a-difference” content and a networking and activism portal for the millions of people gaining access to the Internet in coming years as well as for those who are socially responsible in any country. BluMail partners with U.N. groups, other NGOs, nonprofits and technology companies to provide support and Web site content to raise global awareness of their missions. For more information and to register for a BluMail email account, please visit [www.blumail.org](http://www.blumail.org).

## **About Hands to Hearts International**

Established in 2004, Hands to Hearts International (HHI) envisions a world where all children are nurtured and loved and where all women have the opportunity to actively contribute to their communities. HHI is a non-profit organization dedicated to improving the health and well-being of orphaned and vulnerable children and economically disadvantaged women around the globe.

HHI's simple and cost-effective program provides tools and resources for organizations and caregivers to improve the early development of children surviving in orphanages, refugee camps, and severely impoverished or conflict-ridden communities. Through HHI's support and training, caregivers improve their ability to nurture a child's language, social, cognitive and physical skills. And most importantly, HHI's specialized training program enhances the attachment and bonding of infants to caregivers, which establishes the base for all future relationships. Currently HHI operates in India, is looking forward to expanding to other developing countries in the coming future! To learn more about Hand to Hearts International, please visit [www.handstohearts.org](http://www.handstohearts.org).

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