



Contact:  
Matt Molen  
SimplyFun  
425-289-0858 ext 307  
mmolen@simplyfun.com

## **SimplyFun Donates over 5000 Games & Puppets to My Stuff Bags**

*Product donations provided by SimplyFun customers and Consultants nationwide*

BELLEVUE, WA – (March 17, 2009) -- SimplyFun announced today that its nationwide network of customers and consultants donated over 5000 plush puppets and games to its 2008 *Simply Caring* charitable partner, My Stuff Bags Foundation. All donations will directly support My Stuff Bags Foundation's mission to provide comfort and hope to at-risk children in foster care.

Gail DeGiulio, SimplyFun founder and Chief Funster, said it established My Stuff Bags as its *Simply Caring* partner for 2008 because of the organization's passion for helping children in need. Each year SimplyFun selects a worthwhile organization that shares the mission of enhancing the well-being of families and children.

"My Stuff Bags Foundation fulfills a great need," said DeGiulio. "We're privileged to help these children who so rightly deserve our attention. We are very proud of the generosity and continued support that SimplyFun customers and Consultants have shown on behalf of these kids."

Each year, more than 300,000 children must be rescued from dangerous or dire circumstances, including abuse and neglect. These children often arrive at crisis or foster shelters without any of their personal belongings. My Stuff Bags Foundation assembles and delivers individual duffels filled with toiletries, toys, games, a blanket and a stuffed animal that these children can call their own as they get settled in their new surroundings.

SimplyFun Consultant, Brenda McNaughton, of Puyallup, Washington, led a personal campaign to garner donations of over 2400 products for the organization from July through December 2008.

"Being adoptive parents of children through the Washington State Foster Care System, my husband Rich and I felt compelled to do whatever we could," said McNaughton. "We've had first hand experience with just how little these children have when taken and placed in a safe environment."

On February 26, McNaughton and her husband Rich were invited to join DeGiulio on a visit to My Stuff Bags Foundation's Los Angeles-based headquarters to present the



donation to the organization. While on-site, they participated in a “stuff-a-thon”, preparing over 600 bags to be sent to crisis centers in Washington State.

“Visiting the My Stuff Bags Foundation was a wonderful experience. It was such an eye opener to realize that there are people out there who are so passionate about these kids and understand just how little they have. It touched our hearts and made us want to do more,” said McNaughton.

The partnership with My Stuff Bags has been extended through June 30, 2009. Supporters may participate by making a \$15 donation-purchase of Pickles™, a plush puppet, and SimplyFun’s popular game, Crazy Ates™. Ordering can be done at a SimplyFun home party or online.

"We are thrilled to have the support of a partner like SimplyFun and are very appreciative of the generous efforts of SimplyFun Consultants, customers, and hosts," said Janeen Holmes, CEO of My Stuff Bags Foundation. "I know the children who receive these gifts as part of their My Stuff Bags will be so happy to hug a new puppet pal and have a game to play."

### **About SimplyFun**

Based in Bellevue, Wash., SimplyFun is a direct selling, home party plan company offering original, award-winning, play products for children, families, and adults. SimplyFun believes that play is absolutely essential to living a happy, successful, and balanced life. SimplyFun is an active member of the Direct Selling Association. For more information on SimplyFun, its products or becoming a consultant, visit [www.simplyfun.com](http://www.simplyfun.com) or call 1-877-557-7767.

### **About My Stuff Bags Foundation**

My Stuff Bags ([www.mystuffbags.org](http://www.mystuffbags.org)) was launched in 1998 to address some of the immediate physical and emotional needs of children who must be rescued from abuse, neglect and drug infested homes. Traumatized by the events leading to their rescue, these children often enter shelters with no belongings. Each individual My Stuff duffel bag is filled with new, donated items that say, “We care about you.” To date, the nonprofit has delivered more than 330,000 bags to children in over 1,100 organizations in 49 states.

###