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SimplyFun Partners With My Stuff Bags Foundation To Help At-Risk Children

BELLEVUE, Wash. – **(July 1, 2008)** SimplyFun™ announced today its 2008 Simply Caring program, joining with the My Stuff Bags Foundation to bring some much-needed joy to at-risk children in foster care.

Each year in America more than 300,000 children must be rescued from dangerous environments and dire circumstances, including abuse and neglect. That is over 34 children an hour. These children often arrive without any of their personal belongings: no favorite stuffed animal, no clothes, not even a toothbrush, as they enter crisis and foster shelters.

My Stuff Bags Foundation provides comfort and hope to these children through the delivery of individual duffels, appropriately called My Stuff Bags. Filled with things they need, things to cuddle, things to hold on to, and things to call their own, My Stuff Bags help these children across the U.S. get settled in their new surroundings.

Through December 31, 2008, SimplyFun Consultants across the U.S. will offer an opportunity for customers to make a \$15 donation-purchase (tax-deductible) of Powder™, a plush puppet and SimplyFun's popular game Chums™.

Powder, a blue tang fish, is 17 inches long and both a hand puppet and plush buddy. With his comical wide mouth, expressive eyes and big, floppy tail, he's happy to provide comfort for that child who is in need of a friendly face. Chums is a modern version of the classic card game of "Go Fish" - with a twist. The game comes with oversized cards featuring brightly illustrated, unique salt water fish.

"My Stuff Bags Foundation fulfills a great need, and a solvable problem, in our foster care system," said Gail DeGiulio, Chief Funster and cofounder of SimplyFun. "Imagine the trauma of being separated from all you know and not even having your own stuff. We are honored to work with them to help these children who so rightly deserve our attention."

"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, president and CEO, 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 their new best friend and have a game to play."

My Stuff Bags (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.

Play...It's About Life!

SimplyFun LLC
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Anyone can easily participate in the Simply Caring My Stuff Bags program by ordering the Powder/Chums bundle at a SimplyFun party or by ordering online. Shipping is free, price does not include applicable sales tax.

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 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 or call 1-877-557-7767.

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