



FOOD FOR PEOPLE WINS \$25,000 AWARD IN AMERICA'S GIVING CHALLENGE

30-day Online Contest Encouraged Participants to Leverage Social Networks to Raise Money for Nonprofit Causes

Los Angeles, Nov. 24, 2009—The Prem Rawat Foundation (TPRF) has received a \$25,000 award for its outstanding performance in America's Giving Challenge. TPRF received the award by finishing in second place in the 30-day, national online competition presented by the Case Foundation, Causes and PARADE Publications.

The Giving Challenge was almost halfway through the contest when TPRF entered its Cause, TPRF: Food for People, on Oct. 24, tapping into the existing Friends of TPRF network. Within hours, the Cause began to grow exponentially and still continues to grow each day. When the challenge ended, TPRF had raised over \$212,000 including daily awards. Even after the Challenge was over, more people joined, resulting in over 14,000 supporters today and \$227,366 in donations. Although the cause came in second in number of donations, it raised the most money of any charity in the Challenge.

Linda Pascotto, President of TPRF, said, "This was a great way to raise public awareness of the valuable assistance nonprofit organizations provide, and so much fun. We are grateful for the opportunity America's Giving Challenge offered and pleased that TPRF will be given a helping hand to begin its third Food for People facility. We are also appreciative that the Foundation will be recognized for the good work that it does. One of our supporters expressed it well: 'Everybody who participated won because of the fun we had putting our small contributions together. And the real winners are the children and the people who will benefit from these gifts and this fantastic project.'"

The first Food for People facility was built in 2005 in Bantoli, India, followed by another facility in Tasarpu, Nepal, in the beginning of 2009. In addition to the Food for People program, TPRF has brought millions of nutritious meals and clean water to people in all parts of the world.

America's Giving Challenge took place on Facebook. Overall awards were given to the Causes that won the most unique daily donations over the 30-day period, and daily awards were given to the Causes that generated the most unique donations that day. Beginning Oct. 27, TPRF won daily awards every day except one.