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FOR IMMEDIATE RELEASE

**WEBTHRIFTSTORE TEAMS UP WITH THE EAST RIVER DEVELOPMENT ALLIANCE
TO TURN UNNEEDED GOODS INTO CASH FOR A CAUSE**

*Leading Online Thrift Store Provides an Innovative Way to Help Break the Cycle of Poverty
In NYC Public Housing Neighborhoods*

New York, NY – March 6, 2012 – WebThriftStore.com, the first online thrift store platform for charities, today announced the addition of The [East River Development Alliance](http://EastRiverDevelopmentAlliance.org) (ERDA) as its newest non-profit partner. Founded by Bishop Mitchell G. Taylor, ERDA is a not-for-profit dedicated to improving New York City public housing neighborhoods by providing residents with the tools and opportunities necessary for self-sufficiency and economic mobility.

Together, the two organizations opened an online thrift store that enables anyone to donate goods for sale to benefit ERDA, which receives the sales proceeds. ERDA's virtual thrift store is open to anyone –whether they're just cleaning out their closets, prefer to donate items instead of cash, looking for a tax deduction or seeking bargains – at <http://erda.webthriftstore.com/>.

With an estimated \$700 billion of *stuff* cluttering homes throughout the U.S., WebThriftStore.com offers an easy way to support ERDA, and all non-profit organizations, by providing them a virtual marketplace for supporters to donate and shop for products ranging from clothing, electronics, memorabilia and many more categories.

To kick off the partnership, ERDA held a donation drive at their headquarters where employees and volunteers brought in unneeded items from their homes to donate to the ERDA store front. Items currently featured in the ERDA store include a Ron Artest autographed basketball, an XBOX 360 Super Combo Pack, two never worn Banana Republic dresses, jewelry, shoes, DVDs, and more. People are encouraged to continue to check all stores to be the first to shop on the newly listed items.

ERDA President and Founder Bishop Mitchell Taylor commented, “ERDA is thrilled to be partnering with Webthriftstore.com to generate needed revenue to further promote prosperity in public housing neighborhoods. Our entrepreneurial missions are closely aligned as we both seek to create positive, meaningful, social change. We look forward to working towards this mutual goal together.”

According to the [New York City Housing Authority](#), there were over 410,000 official residents in public housing developments in 2011. The average family income of those residents is under \$23,091 per year. ERDA works with local leaders and the existing channels in public housing neighborhoods to create and implement programs that meet the needs of each family and neighborhood – from mentoring and college preparation for young students to job training, leadership programs, and financial literacy for adults and seniors. Proceeds from WebThriftStore.com will benefit these programs.

“The East River Development Alliance is an important cause to New Yorkers as well as a model to cities across the country that are looking to improve their local communities,” said WebThriftStore Founder and CEO Douglas Krugman. “Our goal with the creation of WebThriftStore is to create a new fundraising platform in these tough economic times. Now people can donate products and shop while supporting their favorite cause. Our stores do not have walls and will therefore provide a substantial amount of funds and awareness for organizations such as ERDA.”

Prices on WebThriftStore.com are set by donors, and once items are sold, donors receive acknowledgment letters to substantiate 100 percent of their value as charitable contributions for tax purposes. Donors also receive free, prepaid mailing labels online, to print and affix to packages shipped for free via [The United States Postal Service](#), or they can arrange local delivery of purchases directly with buyers. All purchases are backed by WebThriftStore.com’s 30-Day Buyer Assurance Guarantee.

ABOUT EAST RIVER DEVELOPMENT ALLIANCE

The mission of the East River Development Alliance (ERDA) is to provide residents of public housing with the tools and resources needed to achieve economic mobility and self-sufficiency, and to break intergenerational cycles of poverty. ERDA achieves these objectives through four integrated, comprehensive, and long-term programs which serve over 4,500 individuals per year and are anchored by the ERDA Federal Credit Union: employment services, financial empowerment services (including one-on-one financial education and counseling, comprehensive public benefits access and tenant advocacy), college access and youth development, and community economic revitalization. More information can be found at www.erdalliance.org.

[Thrillist](#) Founder Ben Lerer is Chairman of the Board of ERDA, and is joined by leaders from UrbanDaddy, Citibank, Mutual of America Capital Management and many other supportive companies.

ABOUT WEBTHRIFTSTORE.COM

[WebThriftStore.com](http://www.WebThriftStore.com) enables any registered charity to create an online thrift store to which supporters, from the comfort of their homes, can list items for sale to benefit charity. Buyers can shop for great bargains knowing that their payment goes to charity and all items carry a 30-Day Buyer Assurance Guarantee. Donors receive a tax receipt for 100 percent of the value of their item, prepaid shipping labels, free shipping supplies and free pickup from the United States Postal Service (USPS). Any registered 501(c)(3) charity can partner with WebThriftStore to open its own dedicated online store, with no up-front fees or subscription fees. Founded in 2010 by Douglas Krugman, an experienced company builder with deep technical, financial and business skills, the business is headquartered in New York City. For more information, visit <http://www.WebThriftStore.com>. Follow WebThriftStore.com on Facebook at <http://www.facebook.com/WebThriftStore> and on Twitter @WebThriftStore.