



FOR IMMEDIATE RELEASE

Date: 12/2/2014

Contact: Monika Kowalczyk, 773-259-3241, Monika@gothinksport.com

Thinkbaby Thinksport Announce 2015 Partners of Annual ThinkSocial Program

Live Sun Smart Foundation, Healthy Child Healthy World, the LIVESTRONG Foundation, and the Breast Cancer Fund voted to receive percentage from each Thinkbaby Thinksport online purchase.

Austin, Texas, December 2, 2014 – In light of National Giving Day, ThinkSocial—Thinkbaby Thinksport’s philanthropic arm—has announced its partners for 2015. Healthy Child Healthy World, the LIVESTRONG Foundation, and the Breast Cancer Fund return as beneficiaries from 2014. Live Sun Smart Foundation will join as a new partner for year three of the program. The four organizations have been chosen via public vote from a shortlist of non-profit consumer safety institutions, with the selection process recommencing after each twelve-month period.

“Our list of proposed non-profits from which consumers choose our ThinkSocial partners for the year are all A-rated organizations that are most aggressively involved in their work,” Thinkbaby Thinksport founder Kevin Brodwick says. “This platform supports like-minded establishments specifically designed to make the world safer. The goal here is to get far more dollars flowing to non-profits that are actively helping.”

ThinkSocial is extended, at no cost, to all product companies that may not have a socially responsible program in place. Companies utilizing ThinkSocial opt to donate from 5% to 10% of gross proceeds from online sales to selected organizations.

Consumers shopping Thinkbaby Thinksport’s online retail store select the specific non-profit partner to support with a donation from their purchase. Thinkbaby Thinksport has a percentage give set of 10% and, to date, have donated over \$255,000 to principal ThinkSocial causes.

Product companies wishing to implement ThinkSocial are invited to visit gothinksport.com/thinksocial or e-mail info@gothinksport.com.

About Thinkbaby Thinksport

Thinkbaby Thinksport's founder, Kevin Brodwick, brought his interest in health and preventative medicine and his background in biotechnology together to form a company whose sole purpose is to create alternative products for babies, children, adults, and athletes alike. With a team of physicians and scientists focused on the latest biological and chemical sciences, Thinkbaby Thinksport continues to lead in the usage of safe, non-toxic materials for consumer goods. For more information, visit:

gothinkbaby.com

gothinksport.com

twitter.com/thinkbaby_sport
facebook.com/thinkbaby.thinksport
instagram.com/thinkbabythinksport

About Live Sun Smart Foundation

The Live SunSmart Foundation (formerly the Ray Festa Melanoma Foundation) began in January 1993. Their mission is to teach everyone—no matter their race, color, age, gender, or ethnicity—how to live safely with the sun by making the application of sunscreen and other sun safe practices a normal part of people’s everyday routine. For additional information, visit livesunsmart.org.

About Healthy Child Healthy World

Healthy Child Healthy World is a national non-profit inspiring a movement to protect children from harmful chemicals. With a growing body of evidence linking everyday environmental contaminants to asthma, learning disabilities, obesity, cancer, and more, Healthy Child translates the science and empowers parents and caregivers to create healthy environments where children and families can flourish. More information can be found at healthychild.org.

About The Livestrong Foundation

The LIVESTRONG Foundation fights to improve the lives of people affected by cancer now. Created in 1997, the Foundation is known for providing free cancer support services and advocating for policies that improve access to care and quality of life. Known for its powerful brand—LIVESTRONG—the Foundation has become a symbol of hope and inspiration around the world. Since its inception, the Foundation has served 2.5 million people affected by the disease and raised more than \$500 million to support cancer survivors. One of America's top non-profit organizations, the Foundation has been recognized by industry leaders including Charity Navigator, the National Health Council and the Better Business Bureau for its excellent governance, high standards and transparency. For more information, visit LIVESTRONG.org.

About the Breast Cancer Fund

The Breast Cancer Fund is the leading national organization working to prevent breast cancer by eliminating exposures to toxic chemicals and radiation linked to the disease. Please visit breastcancerfund.org.