



Blessings In A Backpack Chooses Mobilesoft, LLC to Power Their Mobile Giving Initiatives

Hunger Doesn't Take the Weekends Off

Blessings in a Backpack www.blessingsinabackpack.org is a results-oriented program. This unique program is designed to feed elementary school children whose families qualify for the federal free and reduced meal program, and may not have any or enough food on the weekends. Better test scores, improved reading skills, positive behavior, improved health and increased attendance have all been attributed to the success of this program.

\$80 feeds a child in the program for an entire school year. Following a donation, a school is chosen and a local grocer partners with the program to provide food for meals in the backpacks. Every Friday, students receive their backpacks with staples that require little to no preparation. They return with their backpacks on Monday ready to learn.

Blessings in a Backpack is a 501 C (3) non-profit organization currently feeding over 25,300 children in 21 U.S. states and two countries - Canada and Columbia.

Stan Cutis, Founder of Blessings In A Backpack said, "Choosing the right partner in everything you do is critical. I am proud to say after an exhausting search for the right mobile giving communications partner, we have chosen Mobilesoft, LLC to power our mobile giving initiatives".

Kirk Howell, President of Mobilesoft, LCC said, "we're excited about the partnership with Blessings In A Backpack; we have the same "spirit of caring for children". We are looking forward to delivering a mobile giving platform that can seriously make a difference for these kids. We both believe that no boy or girl should be going hungry, at any time. It is our hope that this mobile giving platform will be a simple to use outlet for giving to Blessings In A Backpack, and it is our prayer that everyone will come to know Blessings In A Backpack and give. Both companies are dedicated to helping children and we fully expect lives to change for the better."

About Mobilesoft, LLC; www.mobilesoftllc.com Mobilesoft, LLC empowers businesses to form intimate relationships with their customers through innovative mobile programs that foster in-lifestyle engagement for brands and their consumers.

FOR FURTHER INFORMATION

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