

Media Advisory

GotGinch = 2 guys, 1 RV, 35,000 pairs of ginch delivered to 10 homeless shelters from Vancouver to Halifax

Edmonton, AB (September 28, 2011) – The Mustard Seed in Edmonton is the third stop in a cross-country odyssey by two Calgary-based philanthropists and entrepreneurs. Brent King and Robb Price are hitting the road and driving over 7,000kms from Vancouver to Halifax in an RV, to deliver 35,000 pairs of ginch (men’s underwear) to homeless shelters from coast to coast.

This cross-Canada underwear drive, otherwise known as **GotGinch**, is in its third year. In 2009 entrepreneur, Brent King came up with the concept and delivered 25,000 pairs of ginch. The campaign has been so successful (and so needed) that he has stepped it up each year and has increased from 25,000 in 2009 to 30,000 in 2010 to the 35,000 pairs of ginch that King and Price are delivering this year.

King and Price are travelling the open road in an RV bulging at the seams with underwear from September 27 to October 6th, stopping along the way to deliver 3,500 pairs of the ginch to each of the ten homeless shelters and social services agencies in Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

So why are two guys prepared to spend two-weeks in tight living quarters...again... in an RV with 35,000 pairs of ginch? In 2008 Brent was inspired by the asking of a simple question of The Mustard Seed in Calgary - "what do you need?" The response was a simple one – men’s underwear. Brent, an inventor and entrepreneur who has always had a unique way of looking at problems in order to solve them, got to work. Money was raised through the help of friends, family and business colleagues; a supplier for a large quantity of underwear was sourced; the order placed; an RV arranged and voila - **GotGinch** was born.

In 2010, this type of ‘problem solving’ approach inspired another entrepreneur, Robb Price to join Brent on his cross-Canada underwear drive. Robb is the founder of DeliverGood.org. DeliverGood is a free online tool that matches charities and non-profits who need stuff (goods) with people and companies who have stuff. Launched on the underwear drive last year, DeliverGood.org is now working with hundreds of charities and non-profits across North America and helping to connect them with donors who have what they need.

What:	GotGinch arrives with 3,500 pairs of underwear – Photo opportunity
When:	3:00 p.m., Wednesday, September 28
Where:	The Mustard Seed Community Support Centre 10568-114 Street Edmonton, AB
Why:	To inspire Canadians to take action by finding ways to ‘solve problems’ and get involved by visiting DeliverGood.org .

Follow **GotGinch** across the country at www.delivergood.org/gotginch

For more information:

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Or, visit our online media room at www.delivergood.org/mediaroom which includes:

- Images + cutlines
- 30 second audio/video clips
- Quotes
- Fun facts
- Bios of Brent King and Robb Price
- Full tour date schedule for Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

About DeliverGood.org

Launched by Robb Price in 2010, DeliverGood.org matches charities and non-profits who need stuff with people and companies who have stuff. Now working with hundreds of charities North America wide, DeliverGood is 100% free to charities and donors. To learn more, please visit www.delivergood.org

About The Mustard Seed

The Mustard Seed is a Christian non-profit organization that has been caring for the needs of the less fortunate since 1988. Through its three ministry centres across Alberta, The Mustard Seed delivers basic services and looks forward to providing housing and employment programs to those in need and partners with the community to address poverty. Find out more at www.theseed.ca.