

**Media Advisory**

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

*Saskatoon, SK (September 29, 2011)* – The Bridge on 20th Fellowship Centre is the fourth 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 6<sup>th</sup>, stopping along the way to deliver 3,500 pairs of the ginch to each of the ten homeless shelters 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.

<b>What:</b>	GotGinch arrives with 3,500 pairs of underwear – Photo opportunity
<b>When:</b>	10:00am, Thursday, September 29
<b>Where:</b>	The Bridge on 20 <sup>th</sup> Fellowship Centre 1320 20th Street West Saskatoon, SK
<b>Why:</b>	To inspire Canadians to take action by finding ways to ‘solve problems’ and get involved by visiting <b>DeliverGood.org</b> .

Follow **GotGinch** across the country at [www.delivergood.org/gotginch](http://www.delivergood.org/gotginch)

**For more information:**

**GotGinch/DeliverGood:**

Robb Price - DeliverGood - Founder  
Brent King - GotGinch  
Tel: (403) 837-7622  
Email: [media@delivergood.org](mailto:media@delivergood.org)  
[www.delivergood.org](http://www.delivergood.org)  
[www.delivergood.org/gotginch](http://www.delivergood.org/gotginch)

**The Bridge on 20<sup>th</sup> Fellowship Centre:**

Carli Haffner  
Phone: 306-382-2855 ext. 6  
Email: [carli@thebridge20.com](mailto:carli@thebridge20.com)  
Web: <http://thebridge20.com/>

Or, visit our online media room at [www.delivergood.org/mediaroom](http://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](http://www.delivergood.org)

**About The Bridge on 20<sup>th</sup> Fellowship Centre**

The Bridge on 20th is a street mission with a call for “God’s Body” to share his unconditional love; to meet people where they’re at and accept them as they are. The Bridge exists to bring people together, unified by God’s Holy Spirit, to meet needs within Saskatoon’s inner city, so that all would be changed.

We are a place of service evangelism, letting our acts of love be our witness. We are a non-profit, non-denominational, faith ministry; a Christian organization that responds compassionately to the needs of the inner city’s less fortunate through mobilizing and working with the church and the community. To learn more, visit [www.thebridge20.com](http://www.thebridge20.com)