

NEWS

USA Cares, Inc.
562B N. Dixie Boulevard
Suite 3
Radcliff, KY 40160
Contact: John F. Revell



Phone 1.800.773.0387
Fax 1.866.533.0426
www.usacares.org

February 6, 2009

FOR IMMEDIATE RELEASE

The Cecilian Bank helps USA Cares Go Mobile! "Texting for the Troops" officially launches

Radcliff, KY Greg Pawley, CEO of The Cecilian Bank and USA Cares Executive Director Bill Nelson stood in front of an estimated 75 USA Cares supporters all wearing red shirts inside The Cecilian Bank's Radcliff Banking Center and they all demonstrated how easy it was to help this Radcliff based nonprofit organization. "Joining the growing number of technology enhanced fund raising opportunities was only a matter of time for this entrepreneurial organization that began as our troops first entered into Iraq in March of 2003", said Nelson. "We knew that there were lots of opportunities presented to us over the course of the last year where millions heard or saw the USA Cares story and didn't have a way to instantly react to the impulse to do something right now!"

USA Cares joined an impressive list of nationally recognized charities like The American Heart

Association, Children's Miracle Network, Make

A Wish Foundation, Susan G Komen for the Cure and Operation Smile, who have joined the Mobile Giving Foundation network located in Denver Colorado.



From Left to Right: Greg Pawley, John Tindall, Roger Stradley, Bill Nelson and Anthony Conder

By texting to the assigned number 90999 and putting in the word "ICARE" your cellular phone company provider automatically adds a onetime charge of \$5 to your monthly phone bill. This efficiency has been used overseas for a number of years according to the Mobile Giving Foundation website, and now has entered the mainstream of American charitable giving capabilities. A small fee is maintained by the Foundation, also a nonprofit organization, to cover the cost of the transmission of funds.

Greg Pawley, CEO of The Cecilian Bank commented, "While it is important to see and appreciate this new found ability to give to this charity anytime and anywhere, the real value is that we are remembering that there are still thousands of Americans in harm's way today, and that we, as a nation, need to remain diligent in our commitment to stand behind them and provide assistance to their families when they need it."

About USA Cares

USA Cares is a nonprofit 501(c)(3) organization that helps military families bear the burdens of service with financial and advocacy support. Its mission: To assist wounded heroes and their families, to prevent home foreclosures and evictions and to help with basic needs during financial crisis. In five years, USA Cares has received more than 13,000 requests and distributed more than \$5 million in grants. Military families anywhere in America can apply for assistance through the USA Cares web site, <http://www.usacares.org/> or by calling 1-800-773-0387. For more information on USA Cares contact John Revell, jrevell@usacares.org or (270) 352-5451.

About The Cecilian Bank

The Cecilian Bank was founded in 1903 and currently has nine locations in Hardin and Grayson Counties. The essence of The Cecilian Bank is their people. Their customers are the Bank's most important asset; however, employees are an equally important asset. The Cecilian Bank is a community based organization by being a responsible citizen and leader in the communities they serve. For more information about The Cecilian Bank please visit www.thececilianbank.com or contact their Marketing Officer at 270-737-1593.

About Mobile Accord

Denver-based Mobile Accord, Inc. provides turnkey tools for organizations to leverage the power of mobile technology using SMS (text messaging), PSMS (premium SMS), and mobile content (ringtones, wallpapers, etc.). Mobile Accord can easily make any part of an organization's existing outreach efforts mobile - for example, distributing urgent action alerts, volunteer opportunities, or donation via text message. As the first company in the United States to offer mobile tools specifically built for non-profit organizations, Mobile Accord is unique in its ability to facilitate wireless fundraising and constituent outreach campaigns while also helping clients understand the immense power of mobile technology. For more information on Mobile Accord please contact Tony Aiello, Senior Vice President, Business Development at 866-720-3350 or email to taiello@mobileaccord.com.

###