

Popular Online Charity Contest Wins More Nomination Time for Nonprofits



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Response to a popular online contest has been so enthusiastic that the company behind the promotion has decided to extend the nomination period by two weeks to give more charities and nonprofits the opportunity to be nominated and win a chance to share \$30,000 in prize money.

Snack Alliance Inc., the maker of riceworks® Gourmet Brown Rice Crisps, announced today to extend the nomination period until February 28, 2010 for "Show Us Your Goodness," a social campaign that invites consumers to nominate and vote online for the charitable program they believe has gone the extra mile to "serve the greater good."

"Overwhelming response and traction in the social media at a rate of one nomination per hour made us decide to lengthen the nomination period to highlight more charity organizations," says Tricia Ryan, Director of Marketing for riceworks®. "The challenges in Haiti, for example, brought requests for donations and we're trying to adjust the program by responding to real life situations."

Nominate and Vote For A Charity That Inspires

In just over seven weeks, more than 700 nominations for inspiring charitable projects have been received. Submissions are now due by February 28, 2010, at which time a panel of judges will select three finalists to be considered for \$30,000 in support funds during the final round of voting.

One charity that has been nominated and highlighted on the "Show Us Your Goodness" website is AboutFace, a Toronto-based nonprofit organization that helps people with facial disfigurements.

"This online program gives lesser-known charities like ours a great way to gain media attention for our services," says Elysabeth Fischer, Manager Corporate Partnerships for AboutFace. "With more than 10,000 Canadian children born with facial disfigurements each year, we must thank riceworks® for giving us the opportunity to spread the word, tell our story and help us make a difference for those children and their families who need our support."

Spreading News By Word of Mouse

For Ms. Ryan and her riceworks® team, reading about many of the nominated charities has been a heartfelt and enjoyable task. "The scope of nominations is extensive, and we've extended an offer to nominees to conduct Podcast interviews with us to further promote their programs. It's fun to be part of a social media program getting lots of word of mouse."

Contest details are available at www.showusyourgoodness.com

About Snack Alliance

A privately owned U.S. company, Snack Alliance Inc. is a market-leading provider of branded and private label snack foods in North America, with customers that include Wal-Mart, Albertson's and Kroger. The firm's signature product, riceworks® Gourmet Brown Rice Crisps, is a gluten-free snack that has won kudos from the celiac community. For those who need to live a gluten-free lifestyle, riceworks® is a tasty and popular snack alternative.

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