



BOATS 4 CAUSES LAUNCHES WEBSITE

*New Site Created to Handle Increase in Tax Deductible Boat Donations,
on the Rise Despite Economic Rough Seas*

(Los Angeles, CA) August 3, 2011 – [Cars 4 Causes](http://www.cars4causes.org)[®], “The Charity that Gives to Charities”[®], officially introduces its boat donation program, Boats 4 Causes[®], with the launch of a distinct web destination: www.boats4causes.org.

The Boats 4 Causes[®] program accepts used boat donations and allows donors to designate a charity of their choice to receive a portion of the proceeds from the sale of the boat. Operating as an informal division of Cars 4 Causes[®] since 1997, the boat program has seen a rise in boat donations over the last year and a half and a tremendous increase in demand for donated boat sales. Boat donations since 2009 have risen 62% and the average price received per vessel has jumped 20%. Overall, funds raised from boat donations have increased 100% during this period. This increase, along with a difference in demographics between the vehicle and boat donor’s bases, prompted Cars 4 Causes[®] to give the Boats 4 Causes[®] brand its own platform to appeal to this expanding donor and buyer base.

“We are excited to launch Boats4Causes.org,” said Patti Palmer, President of Cars 4 Causes[®]. “By separately featuring this successful donation program and introducing a dedicated website, we will be addressing the specific needs of our boat donors and furthering our commitment to generate the highest possible tax deduction value for our donors and the most money for charity from each boat donation sold.”

Established by America’s first vehicle donation charity, Cars 4 Causes[®], the Boats 4 Causes[®] donation program is simple and straightforward. Donors start the donation process by filling out a donation form located on the new website or by calling one of Boats 4 Causes[®]’ donation specialists at 855-800-2628(BOAT). Boats 4 Causes[®] will first determine a vessel’s suitability for donation. Next, they will work with the donor to evaluate the vessel’s condition and determine how to best position the boat to maximize the sale price and net proceeds. Finally, each donated boat will be sold and its donor will receive the appropriate documentation and forms necessary to claim their tax donation.

“Most of our boat donations are sold from where they sit,” says Lori Singmaster, Boat Donations Manager at Boats 4 Causes[®]. “This speeds up our time to market and yields the greatest net sales proceeds for the charity, since there are no towing charges incurred.”

Despite the sluggish US economy, Cars 4 Causes[®] has seen a steady increase in boat donations over the past 18 months, with many of these donations being high value vessels. The Company has cultivated a

strong boat buyer base over its fourteen year history, and with the new website will be able to serve both buyers and donors more efficiently, ultimately increasing the proceeds received by the charity.

About Boats 4 Causes and Cars 4 Causes

Boats 4 Causes® is a registered trademark of Cars 4 Causes®. Founded in 1997 by concerned parents to support education for children with disabilities, Cars 4 Causes® is a 501(c)(3) charity that accepts vehicle and boat donations, evaluates and makes cost-effective repairs if warranted, sells them to consumers and dealers, and then shares a portion of the proceeds with the charity of the donors' choosing. Since its founding, Cars 4 Causes® has received over \$100 million in donations from over 150,000 vehicles and boats, and has shared proceeds with more than 16,000 charities.

###

Contact

Cecilia Orozco
The Rose Group
310-280-3710
cecilia@therosegrp.com