

For Immediate Release

SHOW YOUR HEART 4 HAITI CAMPAIGN TO HELP EARTHQUAKE VICTIMS

VIRGINIA BEACH, VA (February 7, 2010) -- This Valentine's Day, the international humanitarian organization Operation Blessing International (OBI) is encouraging Americans to think outside the chocolate box and give love and support to the people of Haiti with the *Show Your Heart 4 Haiti* campaign (www.showheart4haiti.org).

Instead of exchanging chocolate, flowers and candy to loved ones, OBI is suggesting a donation be made that will provide medical care, food, water and other relief efforts directly to the earthquake victims. With the rebuilding process just beginning, there is an incredible need for funds to help restore this devastated country. OBI has pledged 100% of donations will go to Haiti relief.

A new website created for the campaign, www.showheart4haiti.org, allows viewers to post messages of love and hope and also features a "Show Your Heart" campaign video with uplifting photographs from Haiti. The music clip featured in the video is from an original song, "Hope in Love," written and performed by Sarah Pate. For a \$5 donation toward Haiti relief, viewers can download the full-length version of the song. Additionally, donations of \$25 or more will receive a *Show Your Heart 4 Haiti* wristband.

To help spread awareness, OBI is utilizing social networking sites, such as Facebook, Twitter and MySpace, to encourage members to upload their own heart-and-hands photo or message.

OBI has been working in Haiti on HIV/AIDs initiatives with a USAID grant for more than 5 years, and during 2009, OBI expanded their efforts in Haiti to also focus on projects with Partners in Health (PIH) and the Haiti Ministry of Health. Those efforts include providing potable water systems for PIH hospitals, launching a nationwide anti-parasite initiative to treat all school-age children and starting an innovative microenterprise fish farming project to help some of Haiti's most impoverished families. Currently, OBI's efforts are focused entirely on providing emergency relief and recovery for the Haitian people.

Since the 7.0 magnitude earthquake, OBI mobilized its international disaster relief teams and has provided emergency aid to tens of thousands of Haitians in the most devastated areas. Included in the relief efforts, OBI ran a medical clinic inside the Sylvio Cator Soccer Stadium, where more than 2,500 displaced people are camping. The charity also has installed 8 water purification plants throughout Port-au-Prince – including in National Stadium and in General Hospital, the largest hospital in Haiti -- that are each providing some 10,000 gallons of safe water daily. OBI also loaded a United States Navy ship with 290 tons of emergency supplies such as baby food, additional water purification units, and bottled water that arrived last week.

"Your compassionate response for the people of Haiti is making such a difference, allowing us to provide medical care, clean water, as well as feeding thousands of hungry children and families," said Bill Horan, President of Operation Blessing International. "Will you join us now

in showering them with timely messages of love and support?"

Please visit www.showheart4haiti.org to take part in *Show Your Heart 4 Haiti*, or also www.ob.org for up to the minute information on OBI and its Haiti efforts.

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