

**FOR IMMEDIATE RELEASE**

## **Operation Blessing International Named As One Of “America’s Top Charities” By Consumers Digest**

VIRGINIA BEACH, VA (November 8, 2012) – Consumers Digest has named the Virginia Beach-based Operation Blessing International as one of “America’s Top Charities.” Consumers Digest published the information in its December issue and on ConsumersDigest.com.

Two hundred and twenty one charities out of 2,400 were ranked in seven categories: development/distribution, educational/cultural, environment/wildlife, health, humanitarian, human services and religiously affiliated. According to Consumers Digest, the rankings are based on charities' spending efficiency—that is, the percentage of generated income that's spent on their mission and not on other costs, such as fundraising, marketing and administration. A charity had to distribute at least 65 percent of its total funds to its program(s) to make Consumers Digest's list.

Operation Blessing International was named among the top three charities in the Humanitarian category, due to the organization’s 98.83% efficiency rating.

“We are honored to be recognized by Consumers Digest as one of ‘America’s Top Charities,’” said Bill Horan, president of Operation Blessing International.

Operation Blessing International (OBI) is one of the largest charities in America, providing strategic disaster relief, medical aid, hunger relief, clean water and community development in 23 countries around the world on a daily basis.

In the United States, the organization is currently helping victims of hurricane Sandy in the New York City and coastal New Jersey area, providing more than 240,000 pounds of emergency food and supplies and serving upwards of 2,000 hot meals to residents. In addition to these efforts, the charity’s Hunger Strike Force currently delivers more than 2 million pounds of free food and relief supplies each week to a network of more than 120 community-based partners across the U.S. The products are then distributed by the partner organizations to roughly 4,400 local food pantries, where they are given to people in need. Since its inception, Operation Blessing International has distributed 1.3 billion pounds of food and relief aid, supplemented over 865 million meals, and transported some 35,000 truckloads that have driven over 28 million miles.

OBI was awarded Charity Navigator’s coveted 4 star rating for sound fiscal management for the 7th year in a row (2011), a feat that only 2% of rated charities have ever achieved. In November 2010, Forbes named OBI as the 6th most efficient charity in America. Additionally, the Chronicle of Philanthropy currently ranks OBI as the 23rd largest charity and the 6th largest international charity.

Founded in 1978, Operation Blessing International has touched the lives of more than 264 million people in more than 105 countries and 50 states, providing goods and services valued at over \$3.3 billion to date. For more info log on to [www.ob.org](http://www.ob.org) <<http://www.ob.org>>

###

CONTACT:

Chris Roslan

Roslan & Campion Public Relations LLC

(212) 966-4600

[chris@rc-pr.com](mailto:chris@rc-pr.com)