

Cross Cultural Thresholds Joins Mobile Mistletoe Marathon, Leverages Tech from UR Mobile, mGood and Digigraph.me for Holiday Campaign
Nonprofit's participation in the Mobile Mistletoe Marathon enables mobile donations to help children break the cycle of poverty



LOS ANGELES – [December 17, 2012] This holiday season, [Cross Cultural Thresholds](#), a nonprofit that partners with grassroots community leaders to create projects on behalf of under-served children in Kenya, is enabling mobile donations and rewarding donors. Donors can now give

directly through their smartphones, by filling out a [mobile web-based donation form](#), and they will immediately be rewarded with a personalized, digitally autographed photo from Cross Cultural Thresholds' spokesperson: musical recording artist, Rob Mathes. The mobile, celebrity-endorsed campaign has been made possible by the [Mobile Mistletoe Marathon](#), an initiative that incorporates technology from [Digigraph.me](#), [mGood](#) and [UR Mobile](#).

Cross Cultural Thresholds works closely with local leaders in Kenya to create opportunities for under-served children in the area. These opportunities have come in the form of schools, enrichment programs – such as nutrition, counseling, health care, music and dance – as well as in the form of service trips, which have helped to create a global support network through increasing awareness and understanding of the circumstances faced by these children.

Those who join Cross Cultural Thresholds' global support network by donating to the new campaign have several donation options available to them. Through the online donation form, supporters can choose to provide education, health care or food for one of the children. Supporters can also donate to an entire classroom to help with supplies and teacher salaries. After making their donations, supporters will immediately be rewarded with their personalized, photograph from Cross Cultural Thresholds spokesperson, Rob Mathes.

“Since the early ‘90s, we have been involved in the effort to provide and support locally-initiated opportunities to the under-served children of Kenya,” said Carter Via, Founder and Executive Director, Cross Cultural Thresholds. “Our participation in the Mobile Mistletoe Marathon has enabled us to move our donation opportunities to mobile in order to reach our increasingly mobile audience – and to thank those who donate in a unique, personalized way. The Mobile Mistletoe Marathon allowed us to bypass all up-front fees, and to take our campaign live quickly.”

The Mobile Mistletoe Marathon, an initiative co-created by Digigraph.me, mGood and UR Mobile, was established to help celebrity-related charities reach a combined goal of \$10 Million or more this holiday season. During the Mobile Mistletoe Marathon, the partners are waiving fees and fast-tracking integrations to make it easier for nonprofits to leverage Goodygraph, a jointly-released, web-based software product. In Cross Cultural Thresholds solution, Goodygraph has blended innovations from mGood, Digigraph.me and UR Mobile, including personalized celebrity connections and mobile web donations. “We are excited to join with UR Mobile to help Cross Cultural Thresholds raise donations this holiday season. During the Mobile Mistletoe Marathon, we look forward to helping more nonprofits enable mobile giving

campaigns, that make mobile donations easy and reward their donors with a personalized, share-worthy “thank you” from their celebrity spokespeople,” said Digigraph.me COO, Tom Smart.

About Cross Cultural Thresholds

Cross Cultural Thresholds works with experienced grassroots leaders on behalf of children, building schools, educational support, enrichment programs including nutrition, counseling and access to medicine, music and dance, and offers service trips to assist its projects on the ground and foster a network of informed citizens deeply invested in one another.

<http://www.crossculturalthresholds.org/>

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About UR Mobile

UR Mobile’s pioneering team of software experts provides powerful mobile solutions for organizations across enterprise and offers its mobile website creation and management platform, Ignite CMS, to Creative Agencies, who manage the mobile identities of some of the most well-known brands on the Web. <http://www.urmobile.com>

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About Digigraph.me, Inc.

Digigraph.me, Inc., empowers not for profit & brand “activation” and broad audience engagement with patented, proprietary technologies that reward donors and fans with instant, personalized and digitally autographed photos of their favorite celebrities, athletes, musicians and public figures, in every digital channel. Digigraph.me invites individual charities, firms and agents representing athletes, celebrities and/or brands to visit info(at)digigraph.me or <http://www.Digigraph.me>, for more information.

Click here <http://tryitnow.digigraph.me/> to get your own Digigraph of Global Brand Ambassador, Wayne Gretzky, or if you are using a US mobile phone, text DGWAYNE to 95323 and follow the instructions in the text messaged replies.

Contact: media@digigraph.me

About mGood

An innovator in the space of mobile technology for cause related activities, mGood provides access to an array of Mobile Marketing tools to promote mAdvocacy campaigns, which raise awareness and increase giving. As a licensed application provider offering text giving solutions to qualifying 501(c)(3) organizations, mGood also assists nonprofits with the MGF application, configures and submits programs for carrier testing, and provides controls, views and reports from within its online client portal tools. www.mgood.com/

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