



February 10, 2016 FOR IMMEDIATE RELEASE

Advertise.com Contact: Danielle Vargas
818.285.6216 x271 daniellev@advertise.com

PATH Contact: Jackie Vorhauer
323.644.2271 jackiev@epath.org

Advertise.com Sends Bundles of Love to PATH

Los Angeles-based online ad network for publishers and advertisers donates time and resources to local organization assisting the homeless.

In the spirit of love and generosity, Advertise.com has created a Valentine's Day donation to PATH (People Assisting the Homeless), a nonprofit organization dedicated to ending homelessness for individuals, families, and communities.

Advertise.com's CEO Daniel Yomtobian has wholeheartedly supported PATH, recognizing the incredibly diverse number of services it offers to people who are homeless within each neighborhood. PATH is very dear to him and his family, and he maintains a very close relationship with the organization. Yomtobian has personally dedicated his time and personal resources to further this local charity's cause.

"Helping the homeless is the most important social issue in my opinion," Yomtobian said of his philanthropic pursuit.

Inspired by Yomtobian's compassion and his relationship with PATH, the entire Advertise.com office spent several hours last Monday filling 1-gallon plastic bags with bundles of personal necessities; putting together a total of 48 hygiene kits that were delivered on Wednesday, Feb 10th — in time for Valentine's Day.

The bundles included popular hygiene kit items such as soap, SPF-15 lip balm, dental floss, toothpaste and toothbrushes, as well as socks, hats and some blankets. On top of the completed hygiene kits, the staff created a Valentine's Day card for PATH and signed it with well-wishes.

Advertise.com is proud to help PATH this Valentine's Day, and plans to continue giving back to the Los Angeles community in the hope that, just as Daniel Yomtobian has inspired his company, their gifts will inspire others to help the homeless as well.

Founded in 2001 by Daniel Yomtobian, Advertise.com has grown into the world's largest privately-held keyword pay-per-click (PPC) network. Yomtobian launched Advertise.com for the purpose of providing publishers and advertisers a new value proposition – effective, affordable and intuitive online advertising all under one roof. Yomtobian is considered a pioneer in the [online advertising community](#) and was recently described by C-Suite Quarterly as a "...young leader [who] will continue to play an important role in shaping the online world of tomorrow."

PATH is ending homelessness for individuals, families, and communities. PATH does this by building housing and providing supportive services throughout California. In just the last three years PATH has helped over 5,500 people move into permanent housing! Their ambitious new goal is to help 10,000 Make It Home by 2020. www.epath.org.

PRESS RELEASE



Photo courtesy of PATH
PATH and Advertsise.com staff stand in the PATH Mall with the hygiene kits Advertsise.com staff donated.



Photo courtesy of PATH
Advertsise.com staff made hygiene kits comprised of deodorant, toothbrush and toothpaste, socks, shaving kits and other essential items. PATH outreach teams will use these kits, and the blankets also donated, to engage people living on the streets.