



FOR IMMEDIATE RELEASE November 22, 2017

Contact: Katherine Acerra, Director of Marketing and Communications kacerra@hki.org
646.472.0355

HELEN KELLER INTERNATIONAL CELEBRATES THE HOLIDAY GIVING SEASON WITH HELEN'S GIFTS: E-CARDS TO HONOR AND INSPIRE LOVED ONES ON YOUR LIST

"The best and most beautiful things in the world cannot be seen or even touched — they must be felt with the heart." — Helen Keller

The words of co-founder and namesake of 102-year-old global development organization, Helen Keller International, sparked the creation of its new symbolic gift-giving platform, Helen's Gifts, at www.gifts.hki.org.

The site goes live on Black Friday, ahead of Giving Tuesday and in time for the opening of both the holiday shopping and year-end fundraising seasons. The campaign invites donors, shoppers and card senders together to celebrate giving to help those in need while gifting to those they love.

HKI has simplified and put a bold, straightforward spin on the charitable gift catalog, focusing ours on the giving spirit of our co-founder. We offer donors a choice between three gift themes that represent the gifts that Helen Keller gave to the world, and which help vulnerable people to See Possibilities, Overcome Obstacles, or Fulfill Potential. In giving these gifts, donors can create, schedule and immediately send unlimited holiday e-cards to honor and inspire loved ones on their lists with beautiful messages in Helen Keller's own uplifting and illuminating words.

Helen's Gifts are a unique opportunity to give meaningful gifts that deliver vital help and access to essential health to women and children in 21 countries around the world, including here in the United States. Helen's Gifts support real programs that provide simple solutions to complex problems: vision correction for kids who cannot afford eyeglasses, sight-saving cataract surgery, farming tools and trainings for marginalized women.

Each Helen's Gift given is a contribution toward impactful, evidence-backed, and cost-effective programs that help impoverished people with treatment and prevention for disabling conditions. And they're also the perfect new way to share and deepen the timeless tradition of sending holiday cards with heartfelt wishes and greetings to friends and family far and wide.

"With Helen's Gifts, we wanted to offer our generous and potential supporters another way to give, and to celebrate what a charitable donation truly is: a deeply meaningful gift of connection in a world desperately in need of Helen Keller's heroic example of compassion and determination. And we wanted to celebrate all donations, at any level. It's a transformative act,

not just another transaction. That's why we offer all supporters the ability to customize and send as many e-cards as they like, in turn sharing and celebrating Helen's message and our mission with more friends, who in turn we hope become future friends and supporters of HKI," says Nancy Haitch, Vice President of Development for HKI.

Founded in 1915, Helen Keller International is dedicated to saving and improving the sight and lives of the world's vulnerable by combating the causes and consequences of blindness, poor health and malnutrition. HKI is a Charity Watch top-rated charity, a GiveWell standout charity, and has received Charity Navigator's highest rating—4 stars, for the past five consecutive years. Nearly 85 cents of every dollar we spend goes directly to our programs.

Helen Keller International | hki.org | 352 Park Avenue South, 12th Floor New York, NY 10010 | 212 532 0544