

Crowdfund locally with Fuellocal.com

Local crowdfunding is only a click away with a new community-first web platform.

Fuellocal.com is an exciting way for community projects, community causes and entrepreneurs to raise money through a safe, secure online presence.

Crowdfunding is a method of collecting money from an online audience to fund a project, person or a cause. It's the fastest growing sector of fundraising.

Fuellocal.com is being marketed to local communities by Metroland Media, publisher of this paper.

"Fuellocal.com is a technology platform that enables local businesses, charities, schools, sports teams and other groups, to raise money from their own community and beyond," said Terry Kukle, Metroland's vice-president of business development.

"Until now, there's been no effective platform for a community to get together to raise money for a local cause" said Kukle. "Metroland is all about building our communities. Promoting

Fuellocal.com is one more way of staying connected to the communities we serve."

Over 40,000 people, groups, businesses and non-profits in 20 countries have raised more than \$48,000,000 with FundRazr – the platform powering Fuellocal.com

A fundraiser registers with Fuellocal.com and receives a web profile to promote their cause.

This profile explains the fundraising goal and shows the progress of the fundraising efforts.

"We know Fuellocal.com opens the door online to reach a myriad of new fundraising sources a community fundraising team or an individual might not otherwise be able to reach," said Kukle.

Metroland Media Group Ltd. is a media company delivering vital business and community information to millions of readers across Ontario each week, with 116 newspapers, numerous websites, other specialty and monthly publications, consumer shows and distribution operations.

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