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From:

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Canadians spend over \$6 billion on gift cards each year but about \$1 billion worth of those cards are never used. People are often gifted with cards that they cannot use. Now those unused cards can become charitable donations. KW Counselling Services is the Waterloo Region's first charitable partner for CardSwap, a program that allows people to turn these unused and unwanted gift cards into a valuable donation.

CardSwap will make payments to KW Counselling Services from donated gift cards from more than 400 retailers and donors will receive a charitable tax receipt for the entire value of their gift. These donations will support the agency's work with children and families through programs such as the Walk In Counselling Clinic or STEAM, a school-based program that teaches kids to identify and manage their emotions.

"CardSwap is pleased to announce their support of KW Counselling Services and offer a program that allows individuals in Waterloo Region to make a donation directly to this important charity," said Zaheed Poptia, co-founder of CardSwap.

CardSwap is comprised of complementary tech and business savvy individuals. In a very short time, CardSwap has garnered a number of accolades including winner of the Harvard Business School Alumni New Venture Contest for Canada. This unique business was featured on CBC's *The Dragon's Den*.

KW Counselling Services is a multi-service agency providing individual, family, group, parenting and outreach supports to Waterloo Region. Today's economy has created hardship for many; The demand for services increases while available resources shrink making the need for generous contributions of the community, through programs such as CardSwap, essential to the well being of families and children.

Cards can be dropped off at 480 Charles Street, East Kitchener, ON N2G 4K5.