

THE POWER *of* GIVING

Creating abundance in your home, at work, and in your community.

BEST-SELLING 'PHILANTHROPY' AUTHORS JAMAL, MCKINNON HEED THEIR OWN ADVICE WITH LATEST BOOK

100% OF REVENUES FROM SALES OF *THE POWER of GIVING* EARMARKED FOR TIDES CANADA FOUNDATION

FOR IMMEDIATE RELEASE MARCH 1, 2005

VANCOUVER: *The Power of Giving: Creating Abundance in your home, at work, and in your community*, has been published and is ready for distribution across Canada, announced co-authors Azim Jamal and Harvey McKinnon, today.

"*The Power of Giving* encourages individuals, families, communities and corporations to give more, and to give in more ways than just donating money to charities. The book provides strategies and tools for increasing our ability to 'give'. It means spending more time with family, being more patient and caring with our spouses and friends, or volunteering in our communities," said Jamal.

"In this book, we take a very grassroots, close-to-home approach in looking at the opportunities – and the significant benefits – of increasing our capacity to give. The book also includes a section on teaching children to become better 'givers'" added McKinnon.

With all revenues from book sales going to Tides Canada Foundation, this latest title from best selling authors Jamal and McKinnon sets a new precedent for authors of philanthropic books to "walk their talk".

"Tides Canada Foundation is thrilled to be working with Harvey and Azim on this ground-breaking initiative," said Tim Draimin, Executive Director of Tides Canada. "They approached Tides and asked us to not only receive the revenues from *The Power of Giving*, but also, to manage the receivables – which assures full transparency and accountability of their generous proposal."

Jamal and McKinnon are both sought after speakers for their expertise in philanthropy. Jamal is also well-known for his books which include best-seller *7 Steps to Lasting Happiness* and *The Corporate Sufi*. McKinnon is one of North America's leading fundraising experts. His book, *Hidden Gold*, was a fundraising bestseller in the U.S.

"*The Power of Giving* is more than just a book," said Jamal. "It is a catalyst for increasing 'giving' around the world. Through book sales, viral distribution of email messages, public speaking engagements, our website and newsletter, we intend to dramatically increase giving around the world."

"Through our interactive website, www.thepowerofgiving.org, we'll be gathering stories from readers about what they did to give, and the benefits they experienced. Our plan is to publish a subsequent book on these stories from readers," added McKinnon.

The official book launch for *The Power of Giving* takes place at 5:30 p.m., Wednesday, March 16th, at Heritage Hall, 3102 Main Street in Vancouver. Jamal and McKinnon will both read from the book at 6:30 p.m.

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More information

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