



01/24/12

**For Immediate Release**

---

## **Moxcom and Philabundance Announce “TEXT TO END HUNGER” Campaign**

Moxcom, a leader in text message mobile advertising technology, has teamed up with Philabundance, the Delaware Valley's largest hunger relief organization, to help local restaurants and their patrons to become part of the first annual *Text To End Hunger* Campaign. “It's one of those rare win-win-win events,” said David Spratt, Moxcom's CEO. “Restaurant guests can help fight hunger simply by sending a text message. It's a great way to help solve one of society's most pressing problems.”

The *Text to End Hunger* campaign is easy to support. Patrons simply text the restaurant's unique keyword to join their mobile database. In return, the restaurant donates a meal to Philabundance and also sends the guest a thank you coupon to the patron for use in the future. “It's a really easy way to get involved with Philabundance and to support their programs,” said Spratt. “The customer helps to fight hunger, and the restaurant benefits by building its marketing database as well as strengthening its customer relationships.”

According to representatives at Philabundance, many people are aware of the hunger problem, but don't know how to help solve it. By working with an organization like Philabundance that already has an infrastructure for food collection and delivery in place, anyone can help in the fight against hunger. The *Text to End Hunger* campaign makes participation even easier, with Moxcom providing all of the seamless back end technology support to insure that the event is a success.

“This is an important program,” said Spratt, “that addresses one of most pressing problems our local communities face. Hunger in the Delaware Valley is more prevalent than many people realize. Please join your neighbor restaurants and help those who struggle in our area for a simple meal.”

Philabundance reduces hunger and food insecurity in the Delaware Valley by providing food access to those in need in partnership with organizations and individuals. It is the region's largest hunger relief organization, serving low-income residents at risk of hunger and malnutrition, 23% of which are children and 16% are senior citizens. Philabundance delivers food directly into 9 counties in the Delaware Valley region through a direct services programs or through a network of agencies.

Moxcom is a full service digital advertising and mobile marketing company serving businesses on both a local and national level across multiple industries. The firm custom engineers solutions for clients by integrating state-of-the-art text message marketing tools with a proprietary e-mail database of over 125 million opt-in subscribers. Moxcom experts work with each client to create a digital marketing program that is specifically designed to meet their unique objectives, enabling them to literally create revenue on demand.

For more information, or to participate, please contact a representative at Moxcom today by calling 855-669-2661, or by visiting the Moxcom website at [www.moxcom.net](http://www.moxcom.net).

### **For more information, contact:**

David Spratt  
Moxcom  
33 S. Delaware Avenue, Ste. 106  
Yardley, PA 19067  
855.669.2661  
[info@moxcom.net](mailto:info@moxcom.net)

Shira Rosenwald  
Philabundance  
3616 South Galloway Street  
Philadelphia, PA 19148  
215.339.0900 ext. 1503  
[srosenwald@philabundance.org](mailto:srosenwald@philabundance.org)