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**INNOVATIVE NON-PROFIT, FEELGOOD, IS SAVING THE WORLD
ONE GRILLED CHEESE AT A TIME**

Launches Cheese World Program Bringing New Meaning to 'Food for Thought' by Cultivating Global Citizens and Social Entrepreneurs through Operation of Grilled Cheese Delis

SOCAP 2009, San Francisco, Calif., Sept. 1, 2009—FeelGood™, a non-profit social enterprise based in San Francisco, Calif. has an idea: Unleash the power of the youth movement to help end world hunger through the simple act of making a grilled cheese sandwich. The organization empowers future leaders—college students—to create and run non-profit delis on their college campuses, where they “give away” grilled cheese sandwiches for a voluntary donation. In turn, the proceeds are wholly invested in organizations working toward the sustainable end of global hunger, amounting to \$1.20 for every \$1 donated to FeelGood—a 20-percent return on donations.

“What we are ultimately about is transforming students into lifelong social entrepreneurs—what we call ‘changemakers’—people who are ready to respond to the world’s most pressing issues in innovative, strategic and compassionate ways,” said FeelGood’s executive director and co-founder, Kristin Walter. “So, while such a financial return is impressive, the social return is even greater. Beyond earning money to alleviate hunger, we’re helping to create a new generation of socially-motivated entrepreneurs and student leaders, as well as initiating a new, more holistic dialogue about poverty, hunger and our role as global citizens.”

Leveraging the powerful retail franchise model as a means to creating lasting change, FeelGood is actively involved in ensuring the success of these student-run FeelGood delis. The organization offers business consulting, investment capital and a formalized education curriculum called the FeelGood Changemaker Academy—an innovative, online and offline program where students learn about sustainable models of development, social entrepreneurship, and the implications of living in a global age.

In an effort to further support and incentivize students, as well as engage others interested in helping make the world a better place, the social enterprise is launching Cheese World at this week’s Social Capital Markets event, SoCap09, held September 1-3 at the Fort Mason Center in San Francisco.

Cheese World: FeelGood’s Online Incentive Program

Cheese World is a new online rewards program that makes it easy and fun for people of all ages to help end world hunger. This innovative incentive program enables students to earn their investment capital to start their own FeelGood deli, while also allowing other interested parties an opportunity to partake in cultivating a lasting social change.

Every week, Cheese World offers “changemaker challenges” that students and others can take on to earn valuable “Cheese Points”—FeelGood’s online currency. Anyone can cash in their Cheese Points for real-world FeelGood products such as apparel and coffee, while FeelGood students have the added options of redeeming their points for workshops, travel opportunities and deli materials, all designed to support their chapter’s on-going success. Non-students can also directly invest their Cheese Points in a FeelGood university chapter of their choice.

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FeelGood is currently in conversations with socially conscious businesses interested in becoming Cheese World sponsors. To learn how you can participate, visit www.feelgoodworld.org or contact Talis Apud Martinez at talis@feelgoodworld.org or 512-225-4168.

For media attending SoCap09, visit FeelGood's booth or grab a grilled cheese following the keynote address by Sonal Shah, director of the White House office of social innovation, today at 3 p.m., just outside Cowell Theater, where FeelGood will be serving its famous grilled cheeses to conference luminaries and attendees.

About FeelGood

FeelGood is an innovative social enterprise that is changing the world one grilled cheese at a time. FeelGood empowers college students to become "changemakers"—global citizens, socially responsible leaders and entrepreneurs who take an active role in the sustainable end of poverty. Through its FeelGood Changemaker Academy, the organization provides students with business counsel, investment capital and a formalized education curriculum to enable these changemakers to create and operate non-profit grilled cheese delis. Proceeds from voluntary donations from FeelGood student delis are wholly invested in organizations working toward the sustainable end of global hunger.

FeelGood was co-founded in 2004 by Kristin Walters and Talis Apud Martinez, while students at the University of Texas at Austin. Following a successful first year, raising \$10,000 in a campaign to end hunger, the founders expanded its grilled cheese enterprise into a 501(c) 3 non-profit organization based in San Francisco, Calif. The social enterprise is currently active on more than 20 campuses across the United States and has trained more than 600 changemakers. For more information, visit www.feelgoodworld.org.

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