

Friday, 16 April 2010



**STUCK IN GIFT CARD LIMBO? DONATE YOUR UNWANTED CARDS TO BARNARDOS**

Left with an awkward sum on a gift card or stuck with a card you're unlikely to use? Cardlimbo – Australia's first online marketplace dedicated to selling discounted gift cards, buying unwanted gift cards for cash or donating unwanted gift cards to charity – make it really easy to donate the value of your unused gift cards to Barnardos Australia.

Launched on 15 March 2010 Cardlimbo.com enables consumers to easily sell their gift cards for cash or instead donate the value of their gift card vouchers to one of three charities, including Barnardos.

"Millions of dollars worth of gift cards expire unused each year," says co-founder and CEO of Cardlimbo.com.au, Fergus Koochew. "Consumers should be given a choice about what to do with their unused gift cards and we think donating them to charity is the perfect way to make use of this all too often wasted commodity."

To donate a gift card voucher, consumers select their preferred charity, complete the details online and mail in the gift card voucher to Cardlimbo. The donated gift card voucher will be made available for sale at a discounted rate at Cardlimbo.com.au. Once sold, the funds are transferred to the chosen charity partner.

"We are delighted that Cardlimbo is giving consumers the opportunity to contribute to the future of Australian children in need by creating a marketplace for unwanted gift cards," says Bill Petch, marketing manager of Barnardos Australia. "We encourage consumers to dig out cards that may be close to expiry and log on to Cardlimbo.com.au."

To donate your gift card visit [www.cardlimbo.com.au](http://www.cardlimbo.com.au) and click on DONATE to contribute your unused gift cards to Barnardos and make a real difference in the lives of Australian children and young people.

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***For media enquiries or to arrange a photo opportunity please contact Emma Smith on 02 9218 2344, email: [pr@barnardos.org.au](mailto:pr@barnardos.org.au).***

**Notes for editors:**

Barnardos Australia is a non-government, non-denominational child welfare charity that has been helping children in need for over 120 years.

Barnardos is one of the largest children's charities in Australia, caring for children at risk of abuse and neglect. The work of Barnardos Australia focuses on the prevention of abuse, neglect and entry into care. Children of all backgrounds and cultural heritage are helped through a range of welfare programs including crisis care, family support, counselling and permanent foster care.

*Our vision is that all children and young people will have caring families, in which they can grow up safely and reach their full potential supported by quality services and engaged communities.*

For more information visit: [www.barnardos.org.au](http://www.barnardos.org.au).