



## **CultureMap Dallas, Mack Boost and Operation Kindness partner together for the Amazing Give-Back Giveaway**

CARROLLTON, TEXAS ( November 26, 2012)... The Amazing Give-Back Giveaway, an online shopping experience that benefits local nonprofits and provides shoppers with the opportunity to win fabulous prizes.

**Who:** Presented by [CultureMap Dallas](#) and [Mack Boost](#); helps benefit **Operation Kindness**, the oldest and largest no-kill shelter in North Texas, and five other deserving charities.

**When:** Nov. 23, 2012 – Dec. 25, 2012

**Where:** Shop at <http://www.mackboost.com/deal-categories/give-back> and register for the sweepstakes at <http://amazinggive-backgiveaway.com>.

**Details:** When people shop on the Amazing Give-Back Giveaway site, retailers will donate a portion of the sales to the shopper's choice of nonprofits. In addition, shoppers will be eligible for daily prizes, and the giveaway will culminate in a grand prize drawing on Christmas Day. Retailers include Baby Bliss, Times 10 Cellars, Equinox, Warwick Melrose Hotel, and many more. For a complete list, visit <http://mackboost.com/give-back/>.

The Amazing Give-Back Giveaway is presented by CultureMap Dallas, a new website that provides local news, and Mack Boost, a daily deals website that serves as a fundraising partner for a number of organizations.

**About Operation Kindness:** Founded in 1976, **Operation Kindness** is the oldest and largest no-kill shelter in North Texas. Its mission is to care for homeless cats and dogs in a no-kill environment until each is adopted into responsible homes and to advocate humane values and behavior. **Operation Kindness** has saved nearly 70,000 animals since its inception. **Operation Kindness** cares for an average of 200-250 animals on a day-to-day basis, with another 60-80 animals in foster homes. More than 3,000 dogs and cats are assisted by **Operation Kindness** each year. Learn more about **Operation Kindness** at [operationkindness.org](http://operationkindness.org) or on Facebook ([www.facebook.com/pages/Operation-Kindness/30251945822](http://www.facebook.com/pages/Operation-Kindness/30251945822)).

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### **Media Contact**

Jo Trizila

TrizCom Inc.

[jo@TrizCom.com](mailto:jo@TrizCom.com)

[www.TrizCom.com](http://www.TrizCom.com)

O: 972-247-1369  
C: 214-232-0078  
Facebook: JoTrizila