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## **COSTI IMMIGRANT SERVICES LAUNCHES ONLINE AUCTION TO EXPAND FUNDRAISING**

### **AUCTION SET TO START NOVEMBER 24, 2006**

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**(Toronto) – November 20, 2006** – COSTI is taking its fundraising to a whole new level by launching an online auction available to Internet shoppers around the world.

“By taking our fundraising online, we’re reaching out to people we otherwise wouldn’t be able to speak to” said Mario J. Calla, COSTI’s Executive Director. “It’s a chance for us to get our message out and earn greater revenues so we can, in turn, help more people.”

The online auction will be held from **November 24<sup>th</sup> to December 8<sup>th</sup>**, and anyone with an Internet connection can participate by visiting **www.gobid.ca**. At any point in the auction, people can log on, browse for items and bid on goods or services they’re interested in.

“Items have been donated by businesses and individuals who generously support our organization and the work we do” said Mario Calla. “We’re ecstatic that they believe in this auction as a way of bringing in much needed revenue for our organization.”

COSTI has partnered with GoBid, Canada’s leading supplier of online auctions for not-for-profit organizations. GoBid provides high-level technical security for both COSTI and bidders, so all online transactions are protected.

Online auctions are becoming more accepted by shoppers. Moving online is the natural next step in charity fundraising. “It’s a perfect situation: people can get some deals thanks to the generosity of donors; and organizations like COSTI can tap in to a whole new revenue stream. It works for everyone”, said Peter Glazier, General Manager of Development for COSTI.

COSTI Immigrant Services is a community-based agency providing employment, educational, and social services to new Canadians and individuals in need of assistance. Since 1952, COSTI has been helping those in need, assisting newcomer professionals and tradespersons and all individuals looking for employment. COSTI has been providing hope to refugee families, protecting women and children, strengthening families, combating racism and discrimination, and assisting all those who function at a disadvantage in society. With a staff of over 230 people, speaking more than 60 languages, COSTI strives to ensure that all individuals, regardless of language, cultural, or financial barriers, are given the opportunity to use their existing skills, learn new ones, and participate in all aspects of Canadian life. COSTI presently provides support to over 49,000 individuals annually.