

Impact Makers Chooses to Donate All of its Profits to Rx Partnership

Richmond, VA, October 29, 2008 – Impact Makers, Inc. and Rx Partnership announced the formation of a unique and exciting partnership, which will provide increased access to vital prescription medication for uninsured Virginians in need. Impact Makers, a Richmond-based competitive social venture that provides Information Technology and Management Consulting services, chose to donate all of its profits to Rx Partnership (RxP), a Richmond-based organization that collaborates with pharmaceutical companies and Virginia's free clinics and community health centers. RxP will benefit not just from a financial contribution, but also the technical expertise of the Impact Makers' team.

“This alliance with Rx Partnership is fundamentally important to improving the quality of life of Virginians, especially during this time when more and more people are finding themselves without any health insurance,” said Michael Pirron, President and CEO of Impact Makers. “Besides donating our net profits and providing our consulting services on a pro bono basis to Rx Partnership, we will be providing them with sustainable recurring income. This will enable them to focus on fulfilling their mission of providing services to the community, rather than spending valuable resources on fundraising efforts.”

In Virginia, more than 1 million people currently have no health insurance. While paying for prescription medication is a burden for many, it is impossible for some. In fact, according to the Virginia Health Care Foundation (VHCF), more than one in four (27%) uninsured Virginians goes without needed medications because they cannot afford to pay for their prescriptions. Rx Partnership will utilize the financial contribution and the consulting expertise provided by Impact Makers to pursue additional opportunities, including new pharmaceutical partners to increase access to vital prescription medication for uninsured Virginians in need.

“Rx Partnership and the uninsured Virginians we serve will benefit greatly from Impact Makers' financial contribution, technical assistance, and advisory services of Impact Makers' leadership and staff,” said Andrew Wilson, Rx Partnership Board Chair. “This innovative partnership will assist Rx Partnership in focusing more effectively on our mission to increase access to prescription medication for Virginia's uninsured.”

About Impact Makers

Impact Makers, Inc. is a non-stock, competitive social venture whose mission is to transform economic value into community value. By raising funds through free-market competition in the consulting industry and donating its profits to charitable partners, Impact Makers enables its charitable partners to focus less on fundraising and more on their core competency of delivering community service. <http://www.impactmakers.org>.

About Rx Partnership

Rx Partnership (RxP) is a public/private partnership that collaborates with pharmaceutical companies and Virginia's free clinics and community health centers in order to increase access to prescription medication for Virginia's eligible uninsured. <http://www.rxppartnership.org>.

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