

For Immediate Release

Wounded Warrior Project Is Runner-Up for Package of the Year Award

Veterans group receives the runner-up honor from the Direct Marketing Fundraisers Association in the Acquisition Category for Package of the Year

Bowie, MD, June 16, 2010 – CDR Fundraising Group, an industry leader in integrated fundraising and marketing for nonprofits, is proud to announce that its client, Wounded Warrior Project (WWP), a nonprofit whose mission is to honor and empower wounded warriors, received the runners-up honor from the Direct Marketing Fundraisers Association (DMFA) last week in New York City. It was the organization's successful Purple Heart Stamp fundraising package that earned them recognition in the acquisition category of the competition.

More than 140 industry peers evaluated entries using performance results including response rates and the amount of money raised, and then voted at DMFA's annual awards celebration, which was held at The Yale Club of New York City last week in Manhattan.

"We are thrilled that the DMFA and industry peers have recognized WWP for its outstanding Purple Heart package," said Jo Sullivan, managing director of CDR Fundraising Group. "We look forward to expanding our relationships—as well as those of our clients—within the DMFA and the surrounding marketplace in the near future."

WWP will receive a cash award and a plaque to commemorate the recognition.

About Wounded Warrior Project

The mission of the Wounded Warrior Project is to honor and empower wounded warriors. Its purpose is to raise awareness and to enlist the public's aid for the needs of severely injured service members, to help severely injured men and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, FL. To get involved and learn more, visit www.woundedwarriorproject.org.

About CDR Fundraising Group

CDR Fundraising Group (www.cdrrfg.com) is an employee-owned corporation based in Bowie, Maryland, with more than 25 years servicing the nonprofit community. The company provides a full suite of integrated-fundraising services uniquely tailored to each of its nonprofit clients, including direct-mail and advocacy fundraising, online marketing, list brokerage and management, corporate sponsorship and mission-marketing assistance, public relations, major-donor strategy and organizational-development consulting.

Media Contact:

Bethany Frye
CDR Fundraising Group
301-858-1500
bfrye@cdrrfg.com

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