



SWEETHEARTS FOR SOLDIERS
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FOR IMMEDIATE RELEASE

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Sweethearts for Soldiers Granted 501(c)(3) Status

SAN DIEGO, CA January 8, 2010 -- Sweethearts for Soldiers, an organization whose mission is to support the troops by providing morale boosting and entertainment-type services to our men and women in uniform, is pleased to announce that it has been granted 501(c)(3) status by the United States Internal Revenue Service (IRS). The IRS has classified Sweethearts for Soldiers as a public charity, which allows any donations or contributions received to be fully tax-deductible. Questions regarding any charitable contributions should be directed to a tax advisor.

Sweethearts for Soldiers was founded by two former NFL cheerleaders, Bari Yonkers and Tonya Helman, in 2006. They wanted to give other former professional cheerleaders a unique way to continue their support for the troops, from the sidelines to the frontlines. The volunteer-led organization produces an annual troop charity calendar, boosting morale stateside and overseas with appearances and their variety tours to men and women of the United States Army, Marines, Navy, Air Force, and Coast Guard.

Tonya Helman, President/CEO/Cofounder said, "We are so excited about receiving this wonderful opportunity and it will give us the ability to raise more money for our mission, to brighten the day of every troop overseas. The 501(c)(3) status will give us the chance to provide a tax deduction to our donors which will help us bring in more donations from individuals wanting to support their troops and sponsorships from businesses, allowing us to make 2010 the year we reach every troop deployed overseas with our charity calendar and Entertainment Tours!"

"Receiving our 501(c)(3) status was a wonderful start to the new year. When someone donates to our organization, they get the benefit of a tax deduction for themselves and the benefit of knowing their money goes directly into producing top notch entertainment for the troops. Their donation also lets service members know they are appreciated and not forgotten about" adds Bari Yonkers, Cofounder and Vice President of Events.

Donald Wells, Vice President of Marketing, said "Receiving the 501(c)(3) status not only makes it known that we are here 100% for the troops, but it allows us to get funding and donations to make it possible to achieve our mission. Our donors are now able to get a tax credit for their generosity."

About Sweethearts for Soldiers Organization

The California based non-profit organization, Sweethearts for Soldiers (SFS), is comprised of former NFL/NBA cheerleaders/dancers who volunteer their time to provide morale boosting and entertainment-type services to military personnel in all branches of the Armed Forces. The Sweethearts will further the mission of the organization by performing variety shows on tours to military bases and installations stateside and abroad, making appearances at various charity events, and producing a yearly calendar that will be delivered to military personnel. Sweethearts for Soldiers is not a government agency and relies on the generosity of the American people.

For more information on Sweethearts for Soldiers or to donate please visit www.sweetheartsforsoldiers.org.