

theNALA



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THE NALA'S NON-PROFIT PROGRAM CHOOSES INTERNATIONAL CRISIS AID AS THEIR FEATURED CHARITY

The NALA (www.theNALA.com), a small business association, has chosen the non-profit entity, International Crisis Aid (www.crisisaid.org), to be featured in local businesses throughout the United States.

10.14.2011 6 The NALA's businesses will help bring awareness to ICA's ongoing efforts to help with the famine relief in the Horn of Africa and ICA's program to rescue young victims of sex trafficking here in the United States.

“We are proud to have the NALA's local businesses help bring awareness to such an important organization. How remarkable is it that International Crisis Aid will go into regions where not many other organizations go, in order to provide help for those in need,” said Jeffrey Rosenthal, CEO and Founder of the NALA.

In addition to providing marketing for their members, the NALA, provides a platform for their members to be able to support charities throughout the year. Please visit one of the many local businesses partaking in NALA's non-profit program.

ICA President and Founder, Pat Bradley said, "I've been through war zones & refugee camps. Seen orphans, widows, sickness & disease. But nothing grasps my heart like the face of a young girl that has been held captive by sex trafficking. And it happens right here, in our own backyard. Partnering with the NALA and their local business partners brings awareness of these horrors and provides opportunities for people to respond. We are grateful to be featured by the NALA."

About THE NALA

The NALA (National Association of Local Advertisers), a small business association, provides assistance for local businesses by bridging old line advertising to marketing, using the online world of banner ads, email campaigns, video and mobile text advertising while offering member benefits, health discounts, and a charity program. The NALA has created a strong emphasis on partnering with charities, by giving their members the ability to participate in non-profit drives all year.

About ICA

International Crisis Aid is a St. Louis, MO based international relief and development organization implementing long-term community development models in addition to providing emergency relief and support. ICA core programs include: nutritional feeding programs, medical care, orphan care, water wells and safe homes for victims of sex trafficking in Ethiopia. ICA is also working on opening Safe Homes in the U.S. for American victims.

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<https://www.crisisaid.org/nala.html>