



## DEENERO COLLABORATES WITH DJs AGAINST HUNGER

The new online shopping service [www.deenero.es](http://www.deenero.es) will make a €1 donation for each registration made by the NGOs supporters to actively contribute to the charitable cause

**Barcelona, 23 July 2009.** Deenero, the new online shopping service, is collaborating with the fifth edition of the music festival DJs AGAINST HUNGER to be held Sunday, 26 July, at the Encants de Bellcaire in Barcelona. Deenero shall donate €1 to the socio-cultural association for every new user registered on [www.deenero.es](http://www.deenero.es).

Deenero and DJs Against Hunger have joined forces to raise funds to foster the development of social initiatives related to alleviating local hunger. Starting Sunday 26 July, Deenero will donate €1 to the cause for every new Deenero member that joins the online shopping community by way of DJs AGAINST HUNGER, and selects this option in the registration form.

This year, the beneficiaries of the funds raised by the event and the donations made by Deenero, thanks to the new registered users, shall be the Asociación de Bienestar y Desarrollo (ABD, Welfare and Development Association), the Associació Ciutadana Anti-Sida de Catalunya (ACASC, Community Association Against AIDS in Catalonia), and SAPS/Cruz Roja (Healthcare and Prevention Service of the Red Cross).

In addition to supporting a good cause, users that register on Deenero will enjoy up to 30% Cashback (a cash rebate) on purchases made at the online stores of El Corte Inglés, Custo Barcelona, Vueling, Fnac, Casa del Libro, Topticketline, Bayón, Kiabi and at more than 180 other e-shops. What's more, users can refer a friend and receive additional advantages. Registered users that invite their friends to sign up to this new online shopping community will receive an additional 10% Cashback from the purchases made by their friends.



### About [www.deenero.es](http://www.deenero.es)

Deenero is the first consumer brand powered by Aedgency, the performance-based marketing specialist which offers a gateway to privileged communication channels between brands and e-buyers.

Founded in 2004 Aedgency has been growing rapidly ever since and offers brands access to millions of online consumers across Europe.

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