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Clif Bar Family Foundation Announces On Your Behalf Gift Card Program

*New Gift Card Program Allows Gift Recipients to Allocate Donated Funds
to the Featured Organizations of Their Choice*

BERKELEY, Calif., April 22, 2008 – The Clif Bar Family Foundation introduces On Your Behalf, a unique gift card program that encourages charitable gift exchange and allows gift card recipients to make contributions to the organizations of their choice. To increase exposure and provide essential funding to grassroots organizations, On Your Behalf has partnered with 23 beneficiary groups focused on a wide array of social concerns including environmental restoration and conservation, sustainable food systems and agriculture, and public health.

“The On Your Behalf gift card program extends the generous act of gift exchange beyond two people to the larger community” says Kit Crawford, the President of the Clif Bar Family Foundation. “By allowing gift recipients to donate to the organizations of their choice On Your Behalf not only channels much-needed funds to community-based organizations but also allows donors to emotionally connect with recipient organizations.”

How it works:

Similar to other gift card programs, gift givers can purchase the On Your Behalf Gift Card on the Clif Bar Family Foundation website (www.clifbarfamilyfoundation.org/onyourbehalf) in any denomination. Once received, the gift card recipient can then donate the card’s balance to one or more of the On Your Behalf partner organizations. These organizations include:

- Access Fund
- American Forests
- Breast Cancer Fund
- Center for Food Safety
- Clean Air Cool Planet
- Co-op America
- Community Alliance with Family Farmers
- Conservation Alliance
- Farm Fresh Choice
- Greentreks Network
- Grid Alternatives
- Healthy Child Healthy World
- IMBA
- Leave No Trace
- Luna Kids Dance
- New Leaders Initiative
- Organic Farming Research Fund
- Organic Seed Alliance
- Pedals for Progress
- Pesticide Action Network North America
- Trips for Kids
- Wild Hope
- World Neighbors

About Clif Bar Family Foundation

Clif Bar Family Foundation is committed to promoting and inspiring positive change at the grassroots level. Established in 2006, the Clif Bar Family Foundation supports the foundational development and long-term growth of grassroots organizations through small grants, long-term partnerships and the On Your Behalf Gift Card Program. For more information about the Clif Bar Family Foundation, please visit www.clifbarfamilyfoundation.org.

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