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FOR IMMEDIATE RELEASE

EXPERT SAYS STOCK MARKET OFFERS SIGN OF BOOST IN CHARITABLE GIVING: Rick Dunham Proposes Cautiously Optimistic Holiday Forecast

WHAT: Many charities receive a large portion of their contributions during the holiday season. Overall, charitable giving is down because of the recession. But a recent survey by the American Red Cross found that most Americans plan to give as much or more than they did last year.

Rick Dunham, an expert on charitable giving, says that the surest indicator of charitable giving is the performance of the stock market. He expects the recent strong performance of the market to give charitable giving a boost this year. However, other factors, such as the possible expiration of the Bush tax cuts, will also influence giving.

WHO: **Rick Dunham**, the president and CEO of Dunham+Company, which helps more than 40 organizations on four continents with their marketing, fundraising and media strategies.

Organizations served include World Vision, Open Doors USA, Insight for Living, The Bible Answer Man, Love Worth Finding Ministries, Baylor University, Concerned Women for America, Living on the Edge and Feed the Hungry, among others.

Dunham has appeared on Fox Business News and been quoted in publications such as USA Today and The Chronicle of Philanthropy.

WHEN/WHERE: By appointment via telephone or in studio in the Dallas area

NOTE: For more information or to schedule an interview with Rick Dunham, contact Steve Yount of A. Larry Ross Communications at 972.267.1111 or steve@alarryross.com.