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## **How Can One Red Paper Clip Make a Difference?**

*United Disabilities Services launches innovative trading fundraiser*

**Lancaster, PA (January 30, 2010)** – Over the course of one year, Canadian Kyle MacDonald made a series of strategic and lucky trades to obtain a house – all starting with one red paper clip. His story sparked international interest – and has inspired a local non-profit organization to follow his lead with a groundbreaking fundraising initiative.

Lancaster-based United Disabilities Services (UDS), a leading provider of home- and community-based services for people with disabilities and the elderly, has launched its inaugural “One Red Paper Clip” fundraiser. UDS is currently recruiting teams from businesses, civic clubs and churches, as well as individual participants, to be part of this extraordinary fundraiser.

Starting with only one red paper clip, participants will have now through March 31 to “trade up” for the most valuable item they can obtain. At the conclusion of the trading period, teams will donate their item to UDS to be auctioned off online or at the One Red Paper Clip Celebration,

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scheduled for Friday, April 30 at the Lancaster County Convention Center/Lancaster Marriott at Penn Square. The proceeds will benefit UDS programs and services, like their service dogs program, adult enrichment program and custom wheelchair seating.

“We envision the impact of this initiative to go beyond raising money for a great cause. The trading process creates opportunities for participants to connect with others in the community, challenge each other with some friendly competition and have fun while educating people about UDS,” said Cindy Davidson, UDS vice president of sales and marketing.

To fuel participants’ competitive spirit, UDS has created a social media marketing component to the event with a page on Facebook and a One Red Paper Clip blog on its website at [www.udservices.org/paperclip](http://www.udservices.org/paperclip). There, participants are encouraged to share their “big trader” stories and connect with each other throughout the trading period.

“We hope this ‘viral’ aspect to the event will enable us to reach out to potential donors and participants in ways that may not otherwise be possible,” Davidson commented.

One Red Paper Clip originator Kyle MacDonald will join United Disabilities Services at its One Red Paper Clip Celebration on April 30 at the Lancaster County Convention Center/Lancaster Marriott at Penn Square. MacDonald, whose trading journey included meeting Alice Cooper and trading a KISS snowglobe to actor Corbin Bensen, is now engaged in a variety of projects, including speaking to audiences about the infinite possibilities that can come from giving.

“What’s the value of one red paper clip? That will depend on the goodwill and generosity of our community, but for someone for a disability, a red paper clip could be a custom-fitted wheelchair or a service dog – something that can truly make a difference in that person’s quality of life,” commented Davidson.

One Red Paper Clip is sponsored by Derr Medical Equipment, Glick Audio and Video, Online Publishers, The Standard Group, WDAC and WROZ The Rose.

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For more information, visit [www.udservices.org/paperclip](http://www.udservices.org/paperclip). To participate, visit the site or contact Tonya Martin, community development manager, at (717) 397-1841 or [tonyam@udservices.org](mailto:tonyam@udservices.org).

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*Headquartered in Lancaster, United Disabilities Services (UDS) entities are not-for-profit corporations providing home- and community-based services for individuals with disabilities and the elderly. Incorporated in 1970, UDS is a Certified Medical Assistance Provider and has evolved from a small organization to a 24-million-dollar company providing a network of 12 different programs that advance the independence of individuals residing in a 33 county region. UDS coordinates a network of business partners and satellite offices in multiple counties, has been named one of Central Pa's most innovative organizations and is a 2009 Ethics in Business Award recipient from the Samaritan Counseling Center. For more information, visit our website: [udservices.org](http://udservices.org).*