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**Jewish Community Center Association Partners with cMarket to  
Deliver Auction Fundraising Tools to Local JCCs**

*-- cMarket chosen as preferred online auction platform for JCC Association --*

**NEW YORK, NY and CAMBRIDGE, MA (March 7, 2005)** – Jewish Community Center Association of North America (JCC Association), the continental umbrella organization for the Jewish Community Center Movement, and cMarket, the leading provider of Internet-based auction fundraising services, today announced that they have formed a strategic partnership to improve the marketing and fundraising services available to all JCCs in North America. cMarket's technology will be the preferred online auction platform for charitable fundraising for JCC Association, whose efforts ensure the continuation of the innovative Jewish programming and support provided to two million children, teen and adult users as well as member JCCs, YM-YWHAs, and summer camps.

"We recognize the tremendous value that online auctions hold as both a fundraising and marketing vehicle for nonprofit organizations," said Fani Magnus Monson, Vice President of Development at JCC Association. "We are excited to be able to offer our affiliates what we feel is the superior online auction platform on the market today to improve the performance of their fundraising and marketing campaigns."

The cMarket auction platform will provide JCCs with the ability to create unique auction websites where they can promote JCC initiatives, engage with their members through cMarket's email communication functions, and manage their online auctions to generate new revenue to support their fundraising efforts.

"We are optimistic about our relationship based on the initial successes we've already had with JCC auctions," said Jon Carson, CEO of cMarket. "JCC members are passionate about supporting JCC initiatives and are sophisticated Internet users. We see online auctions as an excellent fundraising path for the JCC Movement."

JCCs of Greater Boston held an online auction fundraiser in December 2004 in association with their Lights and Spice Ball to celebrate the JCC Maccabi Games®. The online auction raised close to 40% of the proceeds for the entire event.

“We had a great experience with our cMarket auction,” said Mark Sokoll, President of JCCs of Greater Boston. “We were able to raise more money while communicating regularly and effectively with our community about our auction fundraiser and the bigger message about why to support the JCC.”

Additional JCCs that have committed to online auctions in 2005 with cMarket include the David Posnack JCC and Dave & Mary Alpert JCC (both of Florida), the Lawrence Family JCC in San Diego, California, and the JCC of San Francisco.

### **About JCC Association**

JCC Association is the leadership network of and central agency for the Jewish Community Center Movement, which is comprised of more than 350 JCC, YM-YWHA and camp sites in the U. S. and Canada. JCC Association offers a wide range of services and resources to strengthen the capacity of its affiliates to provide educational, cultural, social, Jewish identity-building, and recreational programs to enhance the lives of North American Jews of all ages and backgrounds. Additionally, the movement fosters and strengthens connections between North American Jews and Israel as well as with world Jewry. JCC Association is also a U.S. government accredited agency for serving the religious and social needs of Jewish military personnel, their families, and patients in VA hospitals through JWB Jewish Chaplains Council.

### **About cMarket**

cMarket, in Cambridge, Massachusetts, lets both nonprofit and corporate fundraisers easily create, market, and manage their online fundraising auctions. With the ability to reach the inboxes of current and potential donors to their cause, cMarket helps maximize auction revenue through increased bidding, added sponsors and greater donor value. In the last year, cMarket has helped nearly 500 nonprofits in the arts, healthcare, faith-based, and education sectors raise significant funds through more than 400 online fundraising auctions. For more information about cMarket, including the most current running auctions, visit <http://www.cmarket.com>.