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CafePress Launches Apparel-Based Fundraising Platform Tfund

Customizable E-Commerce Trailblazer Introduces Crowdfunding Tool

LOUISVILLE, Ky., Sept. 10, 2013 (GLOBE NEWSWIRE) -- CafePress Inc. (Nasdaq:PRSS), today introduced Tfund.com, the new fundraising platform that enables groups, organizations or individuals to fundraise through sales of T-shirts for projects, charitable organizations or events without incurring overhead expenses.

Tfund easily allows users to set a fundraising goal, design custom T-shirts or leverage content from CafePress.com, and pre-sell them in support of a cause or event without any upfront expenses.

"Fundraising opportunities have exploded with the advent of crowdfunded campaigns," said Patrick Cerreta of CafePress. "Tfund is unique in that it gives campaigners a quick, easy and no-cost way to start earning money for a special cause or idea."

Most groups and organizations fundraise through the sale of T-shirts by anticipating necessary inventory of T-shirts to benefit a cause or event. But Tfund eliminates the need for initial investment or risk because T-shirts are only produced and shipped once the minimum sales goal is obtained.

The fundraising source is generating celebrity interest. Rob Cesternino and Erik Reichenbach, well-known contestants on CBS's Survivor, have teamed to establish a Tfund campaign, with any funds they raise being directed to fund equipment purchases for the next season of "Rob Has a Podcast". Additionally, "Rob Has a Podcast" plans to donate $1 for each shirt sold from their campaign to the charity they chose, Autism Speaks.

http://www.tfund.com/rhapshirt

"Tfund was the perfect match for this project with our podcast community. They've made it really easy to get the word out to our audience about our fundraiser," said Rob Cesternino.

In addition, local governments and non-profits already are using the innovative fundraising platform to raise funds for initiatives.

Louisville Metro recently launched a Tfund campaign to raise money for Louisville's open streets block party, called CycLOUvia, where cars are temporarily removed from one of the city's busiest stretches of road for the community to enjoy the open urban space. Based on the popularity of last year's inaugural event, CycLOUvia organizers are working to organize three separate "openings" throughout 2013-2014. Mayor Greg Fischer noted the money they raise will pay for signage and other costs associated with opening the street to pedestrians, cyclists, skaters and dancers and for creating exciting activities along the CycLOUvia corridors. CycLOUvia's first Tfund campaign aims to sell 125 branded T-shirts to raise $1,000.

http://www.tfund.com/cyclouvia

"What a great example of entrepreneurism, to develop a new way to crowdfund, to meet our fundraising goals for this popular community engagement initiative," said Fischer. "CafePress offers terrific products and has been a great partner to the city over the years, which makes our use of their crowdfunding tools even more appealing."

Jenna Day, Miss Kentucky 2013, who is vying for Miss America September 15th in Atlantic City established a Tfund to help her raise money for a charity she chose. She has designated that the net revenue from her sales will go to the Crusade for Children, a fundraiser run by WHAS television in Louisville to benefit special needs children.

http://tfund.com/MissKentuckyCrusade

The Louisville Visual Art Association, a local arts education non-profit, has established a Tfund to support their OPEN DOORS program that bring art to under-served communities. Executive Director, Shannon Westerman, says this Tfund will specifically fund a partnership with YouthBuild USA, a national organization that helps young people acquire tools for success while building affordable housing in their communities.

http://www.tfund.com/OPENDOORS

It takes just four quick steps for a campaigner to set up a Tfund fundraiser:

1. Create a T-shirt: An intuitive interface guides organizers to quickly design a T-shirt with text, art and color, utilizing pre-formatted design templates or allowing uploads of existing artwork or logos. Campaigners may also utilize certain content from www.cafepress.com to support their project.
2. Establish a Goal: Set a T-shirt price and sales threshold.
3. Raise Awareness: Spread the word through social media and email campaigns that direct supporters to the unique campaign URL generated when the fundraiser is launched.
4. Earn Money: There is no maximum on the amount of net revenue that can be earned by the campaigner.

Once the threshold goal is met, Tfund collects the money, produces the T-shirts, and fulfills the orders (including shipping and customer service). The campaigner then receives their check from CafePress for the net revenue from the sales. If content was leveraged from www.cafepress.com for a campaign, the designer may receive a royalty on net revenue as well.

"Our platform has no boundaries for the types of campaigns created and has limitless potential for campaigners," added Cerreta. "Campaign managers can design a T-shirt or leverage a design, create a campaign and light up their social network in a matter of minutes with Tfund."

Tfund T-shirts are available in more than 20 colors, are made from 100 percent pre-shrunk 5.5 oz. cotton and can fit anyone from Youth Size XS up to Adult 3XL. Tfund offers the most advanced imprinting capabilities in the industry with professional digital printing and screen-printing.

For more information, visit http://www.tfund.com.

About CafePress [PRSS]:

CafePress is The World's Customization Engine®. Launched in 1999, CafePress empowers individuals, groups, businesses and organizations to create, buy and sell customized and personalized products online using the company's innovative and proprietary print-on-demand services and e-commerce platform. CafePress' portfolio of e-commerce websites and companies includes CafePress.com, CanvasOnDemand.com, GreatBigCanvas.com, Imagekind.com, InvitationBox.com and LogoSportswear.com and EZ Prints, Inc. Additionally, CafePress Services drives revenue for corporate partners by providing turnkey, personalized e-commerce solutions. For more information click on www.cafepress.com

The CafePress logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=12183

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