

FOR IMMEDIATE RELEASE

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### ***Women's Equity Foundation forms unique partnership***

Want to wish someone a happy birthday? Happy Mother's Day? Good luck on final exams? A thank you for a thoughtful gesture? A happy anniversary? Congratulations on snagging a new job? Reward an employee?

Don't send flowers or a card – send a cake!

The Women's Equity Foundation has formed a partnership with Bake Me a Wish!, a national gourmet gift cake provider, to help in their fundraising efforts. Twenty percent of all proceeds ordered through [www.bakemeawish.com/equity.php](http://www.bakemeawish.com/equity.php) will now support the Women's Equity Foundation.

Orders may also be placed by clicking the BakeMeAWish logo on the bottom left-hand side of any page at [www.aauw-maryville.org](http://www.aauw-maryville.org).

The Women's Equity Foundation was established in 2005 by AAUW Maryville Branch to provide programs promoting opportunities for all women and girls through community outreach education and activities. This new partnership will help raise funds for this important initiative.

An additional five percent of the order goes to BakeMeAWish's "Operation: Birthday Cake" – a fund reserved by the company for sending cakes to soldiers overseas; therefore a total of 25 percent of the order can be taken as a charitable deduction.

"It's nice to be a part of something that earns us money and does good for others, too," said Terry Bradley, WEF development chair.

Founded in 2004, BakeMeAWish! is a premiere on-line New York bakery offering handmade cakes based on award-winning family recipes and perfected by master pastry chefs. All cakes are packaged in an elegant customized box with a personalized note. On-time delivery is guaranteed, and gift cards are available.

Ten percent discounts are available for orders of 2 or more cakes.

Bake Me a Wish! has been featured by The Ellen DeGeneres Show, Anderson Cooper 360, Entrepreneur, Traditional Home Magazine, Forbes, Good Morning America, Country Home, Tribune Media Services, Newsday's Parents & Children, USA Today Magazine, The Washington Times, and others.

An informative video about Bake Me a Wish! and its president is on the Good Morning America website at <http://abcnews.go.com/video/playerIndex?id=4801948>.

Since 2006 BakeMeAWish! has sent thousands of cakes to American soldiers serving in Iraq and Afghanistan via Operation: Birthday Cake and have aligned with other non-profit organizations such as GreenPath Debt Solutions in coordination with Angela Logan's Mortgage Apple Cake as well as the Friends of Island Academy in New York City.

More information and brochures are available from Harri Ropp, WEF president, 995-9065 or email [harriropp@yahoo.com](mailto:harriropp@yahoo.com). To order, go to [www.bakemeawish.com/equity.php](http://www.bakemeawish.com/equity.php).