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## **US-Multimillionaire Businesswoman to Launch National Charity Drive on the Gold Coast**

Krista Waddell, a US-based philanthropist, global entrepreneur and mother of four, is visiting the Gold Coast next month to launch a new national charity drive to help raise money for Australian causes.

Launched as part of the 100th Annual International Women's Day celebrations on the 8th March, the Golden Cause will see women across Australia hosting fun events to recycle their old gold jewellery, and turn unwanted earrings, necklaces and bracelets into money for their charity of choice.

As a global ambassador for various charities over the world, including her own foundation called A Touch of Love, Krista Waddell has raised in excess of US \$150,000 by recycling scrap gold for a good cause. She is now eager to help support Australian causes by personally matching all funds raised by Golden Cause events during her visit.

"The Golden Cause events are about women spending quality time together, having some fun, and also giving something back to the community by selling their old and broken gold," said Ms Waddell, founder of the Golden Cause and UK parent company, [Ounces to Pounds](#).

"In the US and the UK, our Do Good with Gold appeal has raised outstanding amounts of money for a range of worthy charities, great and small, and I am excited to be expanding this concept to help Australian causes by personally matching all the fundraising efforts of Golden Cause parties."

Krista Waddell will be launching the Golden Cause and sharing her hot tips for women in business at the Success Women's Network celebrations for International Women's Day, held at the Palazza Versace, Gold Coast from 11am – 2pm.

"We are asking women who attend the event to bring along one piece of old jewellery such as a broken gold earring, and the Golden Cause will be donating all proceeds to the local charity, Prevention of Domestic Violence on the Gold Coast."

Krista Waddell is available for limited interviews and photographs while in Australia.

How the Golden Cause events work:

After a few hours of fun and champagne, guests are paid premium prices for their gold. The Golden Cause donates an additional 10% on top of the total payout to the host's charity of choice, which will be matched by Ms Waddell's personal donation.

The Golden Cause team do all the hard work, organising beautiful invitations, providing champagne and nibbles and organising a professional gold assessor to be on site at the party to weigh the unwanted gold and organise payment for guests.

Key Facts:

o Golden Cause events should be intimate – around 10 guests is an ideal number as it takes about 15 minutes to assess each person's gold



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- o Hosts nominate their charity or cause of choice
  - o Guests are able to sell their gold on the spot for great prices
  - o Hosts receive \$70 towards the entertainment and catering costs of each of their events, or we can provide the food and wine to that value
  - o The Golden Cause will donate an extra 10% on top of the total money paid out to event guests on behalf of the host and Krista Waddell will personally match all money donated to charity
  - o The Golden Cause will provide event materials and planning support for the parties and also provide a qualified gold assessor
  - o The Golden Cause is the first national charity drive of its kind in Australia
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