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Media Contact: Brian Dolezal
TateAustinHahn for RecognizeGood.org
512.344.2035 or 619.6742
bdolezal@tateaustinhahn.org

LOCAL ORGANIZATIONS PLACE IMPORTANCE ON PUBLIC RECOGNITION OF GOOD DEEDS

Samaritan Center Launches RecognizeGood.org to Acknowledge Random Acts of Kindness, Raise Funds for Local Nonprofits

AUSTIN, Texas — Tired of all the doom and gloom these days? The Samaritan Counseling Center has created a new social media website called www.RecognizeGood.org that will certainly brighten your day.

RecognizeGood.org is an online public forum where anyone can reward, acknowledge and promote others for their acts of kindness and unselfish charity. Developed in partnership with Austin-based TyRex Group, the site helps honor the good deeds of others while supporting and promoting charitable giving to organizations.

The site allows a user to automatically send an email to the honoree and the message is posted online to publicly recognize him or her for a recent good deed. At the RecognizeGood level, the easy process is free and provides a small donation through sponsorships to the Samaritan Center. Users can upgrade to a RecognizeGreat level and make a contribution to the Samaritan Center that will be shared with another local nonprofit. Sponsoring companies match the donation and the honoree chooses a partnering nonprofit organization of his or her choice to benefit.

“RecognizeGood.org combines the opportunity to acknowledge everyday and special deeds with the ability to provide small, yet meaningful financial contributions that help nonprofit organizations support their missions,” said Nancy Blauch, Executive Director of the Samaritan Center. “Everyone can appreciate a little public recognition for performing a simple act of kindness now and then, and, especially in this economy, every nonprofit organization can appreciate the funding it needs to sustain its efforts. It’s the little things we do that often have the greatest impact on someone else’s life.”



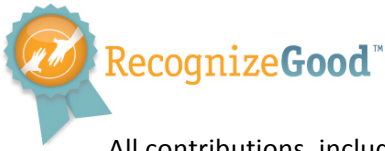
RecognizeGood.org is now the easiest way to thank a friend, a colleague, a family member or someone on the street for any kind of selfless task. Users register on the site and can immediately begin recognizing their honorees. Users can then track the status and frequency of their individual recognitions and utilize a variety of social media networks like Twitter, Facebook and YouTube to share their recognitions beyond the site.

“Random acts of kindness happen every day, but sometimes they go needlessly unnoticed. We want people to use the site often to recognize that special someone who made a real difference,” said RecognizeGood.org founder and TyRex Group CEO John Bosch, Jr. “Imagine what it would feel like coming home from a tough day at work or school and logging on to read the day’s entries that tell the incredible stories of good deeds. Regardless of your mood or situation, you couldn’t help but feel a sense of pride and hope for your community, for your circle of friends and family, for your fellow man.”

Bosch was inspired to create the concept to publicly honor the friends and family who were there for him during a personal time of need — specifically his wife, who deserves public recognition everyday as a public school teacher in an economically challenged district. He also wanted to thank the Samaritan Center, which honored him and his company with an Ethics in Business award last year. TyRex has funded and supported the creation of RecognizeGood.org.

“By recognizing someone’s kind acts publicly and making a financial contribution to charity, you can inspire other good deeds,” said Bosch. “We now have a convenient, credible and continuing resource to recognize the good in people, while contributing to the charities that selflessly serve the local community each and every day. It’s a new take on the ‘pay it forward’ concept.”

When users participate at the RecognizeGreat level, they contribute to support the Samaritan Counseling Center. The contribution is matched and the honoree can designate an affiliated nonprofit organization that focuses on youth and family services to benefit. A third level, RecognizeSuper, will launch soon to allow users to do something grander and bolder for an honoree, such as planting a tree, dedicating a bench or some other unique gesture.



All contributions, including a small credit card processing fee, are tax-deductible for the user making the recognition. RecognizeGood.org is launching first in Austin and Central Texas but will soon spread to other communities.

“Central Texas is a generous place with appreciative citizens, so it only makes sense that a movement like RecognizeGood starts here in the City of Ideas,” said Kerry Tate, a partner with Civic Interest and board chair of the Austin Community Foundation. “Handwritten notes are always a nice gesture but in this electronic age, we should absolutely be taking advantage of an online forum that represents the good in people, shares it with the world and raises some good money for the trusted nonprofit partners in our community.”

About the Samaritan Counseling Center of Austin

The [Samaritan Counseling Center](#) is a nonprofit organization that has been saving lives, healing emotional wounds and giving hope to Central Texas families for more than 35 years. The nonprofit center offers a range of affordable and accessible counseling services from early childhood to elder years to prevent and treat abuse, develop healthy life skill and strengthen individuals and families. In the last 10 years, the center has provided more than \$2.5 million in charity care to children, teens, adults, couples, families, older adults, veterans, military families and the clergy. The Samaritan Center serves a 12-county region with locations in Central Austin, East Austin, Georgetown, Round Rock and San Marcos. It is affiliated with the Samaritan Institute of Denver as part of an international network of more than 500 counseling centers serving more than 35 states and Japan.

About TyRex Group, Ltd.

The [TyRex](#) Technology Family of Companies, headquartered in Austin, Texas is comprised of Megladon Manufacturing Group, Ltd., iRex Group, Ltd. (Custom Cable Group and Advanced Assembly Group), SabeRex Group, Ltd., Silicon Services, Ltd., Saber Data, Ltd., and Digital Light Innovations or DLI. TyRex has established an equity partnership with Deaton Engineering offering design engineering and product design services. Each one of these companies has carved out a niche in the high-tech market to provide quality products and services exceeding their customer expectations. An established high-tech company headquartered in Austin, Texas, TyRex Group, Ltd. provided the initial program concept and the initial program funding. It is the holder of all intellectual property and has a long-term licensing agreement with The Samaritan Center of Austin.

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