

FOR IMMEDIATE RELEASE

The Candle Game Helps Children in Need

Seeking 50,000 to play free online game

Phoenix, Ariz. April 17, 2009. Helping children in need has never been easier. Through The Candle Game at <http://thecandlegame.com>, Gold Canyon is donating 10 cents on behalf of every player that participates, helping children who face physical and emotional challenges. The Candle Game can be played online and through Facebook on Gold Canyon's official group page.

"It's a great way to raise money for children with physical and emotional challenges," said Karen Waisath, Gold Canyon Co-Founder. "With an unprecedented number of uninsured families, children need our help more than ever. We hope The Candle Game will bring awareness to the needs of so many children and give hope to families that are feeling overwhelmed by their circumstances."

The money raised by playing The Candle Game online will benefit the Prayer Child Foundation. This 501(c)(3) seeks to make a difference in the lives of children with physical and emotional challenges by providing financial support, opportunity for involvement to help others and hope for a positive future. Gold Canyon's goal is to attract 50,000 individuals to play The Candle Game.

As a special thank you for playing The Candle Game, Gold Canyon will send players who register exclusive special offers and discount codes. Currently, participants receive a limited time discount of 25% off the purchase of \$50 or more.

The Prayer Child Foundation recently provided financial assistance to the family of Lucy Rafferty who was born with a rare disorder called MCAD, a condition which causes a fatty oxidation breakdown of certain fats and necessitates taking medicine three times a day and a special diet. The funds provided by the Prayer Child Foundation help pay for supplemental insurance to cover expenses not paid through the family's primary insurance.

Many more children with stories like Lucy's can be helped by playing Gold Canyon's The Candle Game at <http://thecandlegame.com>. Tax-deductible donations can be made directly to the Prayer Child Foundation at <http://prayerchild.org>.

For customers interested in supporting the Foundation, Gold Canyon's Candles for Kids line is available in four distinctive fragrances; Baby Powder, Baby Magic and the *new* Beach Blankie and Sliced Watermelon. With the purchase of each Candles for Kids candle, 100% of the profits go to the Prayer Child Foundation. In addition to proceeds from the Candles for Kids candles, a portion of all Gold Canyon's annual sales are donated to the Prayer Child Foundation.

With summer approaching, Gold Canyon released its Spirited Summer 2009 Catalog which celebrates the summer of sisterhood. New offerings for summer include new Fem Fabulous! Fragrances of Paint



the Town - Pink Lemonade Spritzer; Bada Bing! – Cherry Pie; Drive Em’ Coconuts – Toasted Macaroon and Cranberry Flirtini – Cosmopolitan.

Gold Canyon also introduced custom designed holders to fit several Gold Canyon fragrances. Handmade and painted holders in Swanky Cakes, Glitz & Glam Compact, Chic & Fab Teapot and Sparkle and Sass Candle Candlewrap.

About Gold Canyon

Based in Chandler, Ariz., Gold Canyon was founded in 1997 by Curt and Karen Waisath and offers an income opportunity through quality scents, décor, home and body care. Through an independent sales force of more than 27,000 Demonstrators in the U.S. and Canada, Gold Canyon is committed to enriching lives with “The World’s Finest[®]” products, developed with great care using only the highest quality ingredients. Gold Canyon continues to experience significant growth, and expanded its capacity with a 100,000 square foot addition to its distribution and manufacturing facilities in Chandler, Arizona. For more information, visit www.goldcanyon.com.

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