

TORONTO, ON, September 8, 2011 / **PressRelease/** --

The Care Factor Community Services Inc, (TCF), a not for profit organization operating for the past several years raising funds for humanitarian and disaster relief is holding an important fundraising dinner for drought-stricken areas in East Africa. The humanitarian effort, which is managed by a group of dedicated volunteers from Mississauga and the GTA, is appealing to communities to attend the Eid of Intent: An East African appeal being held on Friday Sept 9th, 2011, 7pm at Payal Banquet Hall, 3410 Semenyk Crt, Mississauga.

"Attend this Eid celebration with friends but with a purpose to help Africa as hundreds are dying daily as famine spreads. 750,000 Somalis are at risk of starving within the next few months," said Urz Heer, Co-founder, VP and Director of The Care Factor.

"Give whatever is significant to you," said Iffat Syed, President of The Care Factor. "If each person donated just \$5 each, we can help those affected in many ways to avoid starvation, but if you can afford more, every cent will be used towards this important cause, and the Canadian International Development Agency (CIDA) will match donations made by Canadians before Sept 16th, 2011," Iffat Syed said.

The severe drought in East Africa has created the region's worst humanitarian crisis in a generation, with over 11 million people in need of assistance. There is a lack of water, food, shelter, and medical care and all are needed at this time.

TCF has chosen **IDRF** (International Development and Relief Foundation) as the charity of choice for this fundraiser for Africa. **For over 25 years, IDRF has successfully implemented relief and development projects in Asia, Africa, the Middle East, Eastern Europe, and the Americas. IDRF has long benefited from the financial support and guidance of CIDA (Canadian International Development Agency).**

Generous sponsors and supporters include SEIU Local 1, SEIU member's Multi-Faith & Community Network, Canadian Labour Congress (CLC) & Danial Wills & Estate Law. Entertainment by Jemini Music and Liban. MPP Bob Delaney and others are expected to attend.

TCF has raised over a million dollars for humanitarian and disaster relief over the past several years for the Pakistan floods, Bangladesh floods, Swat, Pakistan earthquake, Haiti, Gaza and Mali.

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About The Care Factor Community Services Inc

Created in 2005 by The Care Factor Community Services Inc (TCF) team of young professional volunteers, TCF has helped raise money for humanitarian and disaster relief locally and around the world. www.thecarefactor.ca

About IDRF

IDRF is a registered Canadian non-profit organization, dedicated to empowering the disadvantaged people of the world through emergency relief and participatory development programs based on the principles of human dignity, self-reliance and social justice. www.idrf.ca

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