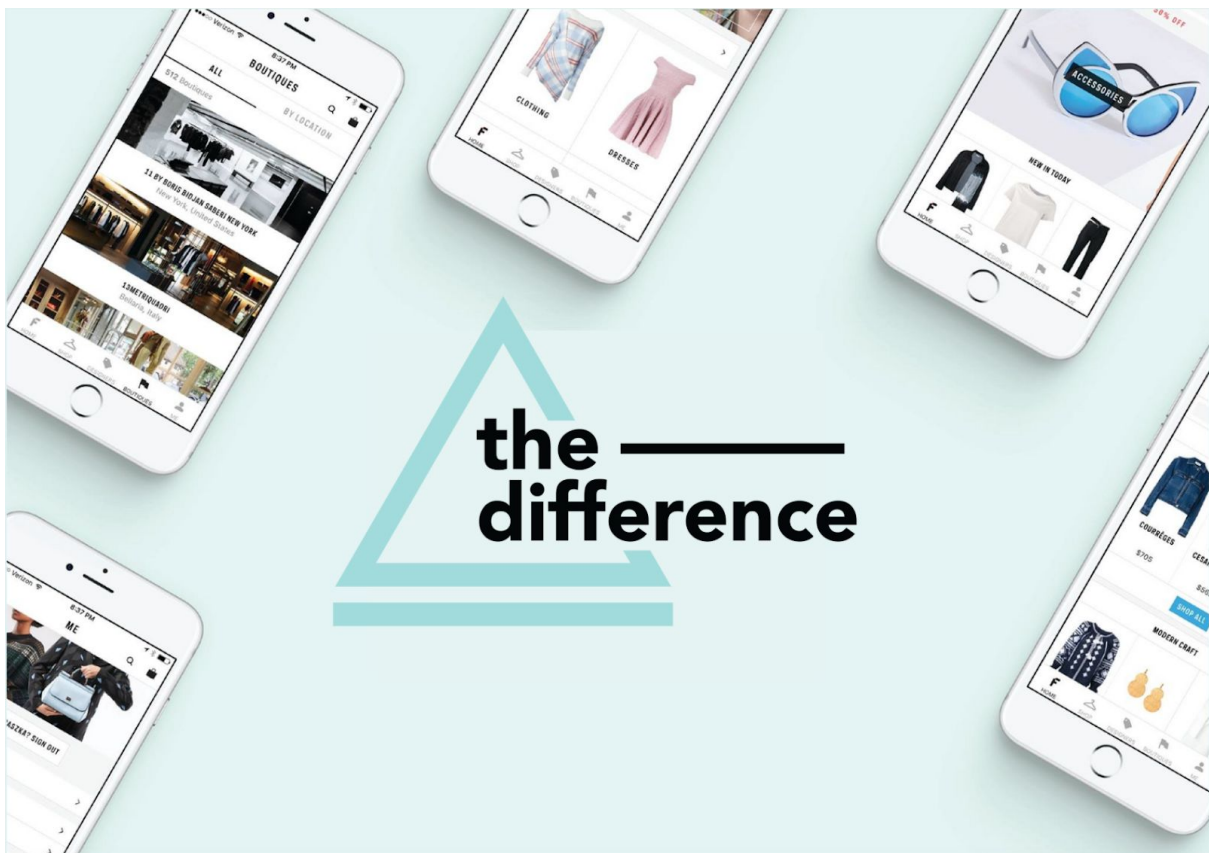


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Round-Up Charity App 'The Difference' Revolutionises the Act of Giving

Use your spare change to change the world with The Difference app, making giving simple and impactful.



PERTH, Western Australia, 18 January 2020: The idea is simple: round up your spare change and give it to charity. The Difference is a mobile application launching early this year, allowing users to 'round up' the spare change from any transaction to make a difference to causes they care about.

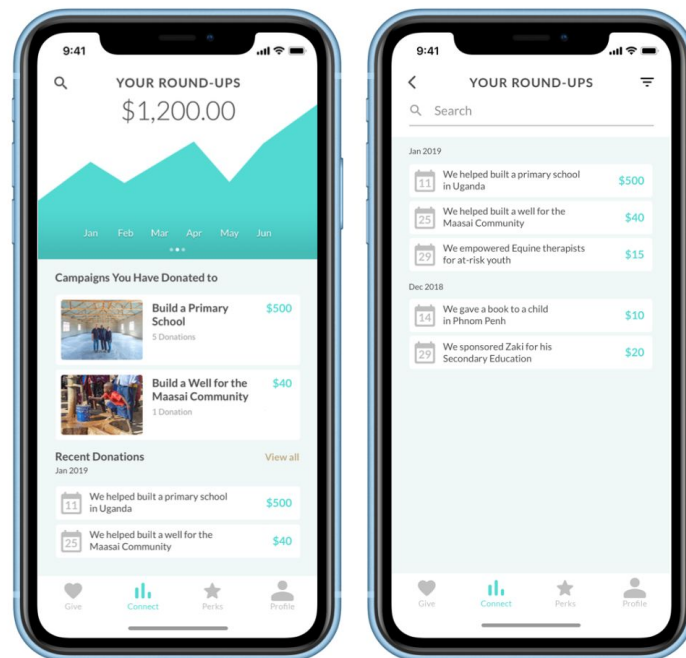
Every time users make a purchase using their linked card/account, these 'micro-donations' will go towards carefully vetted charitable and social organisations with proven positive impact. This happens seamlessly for your everyday purchases, with 100% of profits going to local and international causes.

The Difference removes normal barriers to charitable giving such as inconvenience, mistrust and personal hardship, providing a novel way to give that is simple, secure and

affordable. Perfect for today's modern cashless society, the Difference revolutionises traditional and cumbersome approaches to donating, whilst assuring users that 100% of their round up is going to charities with proven positive impact.

The Difference supports charities across health, education, poverty, women and children, and the environment, giving users the opportunity to support causes they truly care about. Users know exactly where their charity dollars go, and exactly how they are spent.

Inspired by the power of collective giving, The Difference's founder and CEO, Zara Torre, said "if everyone around the world donated their spare change, could you imagine the impact our few cents could make? The collective use of a few cents has the power to support positive change and improve the lives of millions."



BOILERPLATE:

The idea is simple: round up your spare change, and give it to charity. The Difference is a mobile app that uses innovative and secure technology to allow anyone to 'round up' their transaction to the nearest dollar. 100% of the round up difference goes to charities improving the lives of communities both locally and internationally. The Difference revolutionises traditional approaches to giving, making it simple, secure and affordable in today's cashless society. Harnessing the power of collective giving, The Difference allows you to use your spare change to change the world.

Website: <https://the-difference.org/>

Facebook: <https://www.facebook.com/wearethedifference.org/>

Instagram: <https://www.instagram.com/thedifferenceorg/>