



PRESS RELEASE  
For immediate release

## Eco-friendly Laundry Detergent Sales to Raise Funds for Alberta Flood Relief

*Dizolve to donate \$12 from each purchase to the Canadian Red Cross Alberta  
Floods Fund*

**Moncton, NB – June 27, 2013** – Atlantic Canada based Dizolve Group launched a campaign to raise money for the Alberta Floods Fund through the online sale of its ultra-concentrated, eco-friendly laundry detergent.

For every 72-load package of Dizolve purchased online at [mydizolve.com](http://mydizolve.com) for the regular price of \$14.99, Dizolve group will donate \$12 to the [Canadian Red Cross Alberta Floods Fund](#). That represents the entire purchase price less \$2.99 for shipping and handling costs. The campaign will run until July 31.

“The Dizolve online fundraising platform was created to raise money for important non-profit causes through the sale of a sustainable product that every household needs,” said Bob McCallum, Dizolve Group Vice-President. “We are very pleased that we can apply this unique approach to help the important flood relief work being done by the Canadian Red Cross.”

Made in Canada with a patent-pending process, biodegradable Dizolve Ultra Laundry Detergent uses no plastic packaging and is 16 times more concentrated than most of today's liquids and powders, giving it [the smallest eco-footprint of any laundry detergent](#) in the world. Dizolve is in the form of a tiny, pre-measured strip of dry detergent that goes into any type of washing machine, where it dissolves quickly in cold or hot water.

### **About Dizolve Group**

Dizolve Group, a Canadian company based in Moncton, is on a mission to make laundry-washing much easier, healthier, more economical, and kinder to our planet. Dizolve ultra-concentrated, eco-friendly laundry detergent products are sold online in Canada at [mydizolve.com](http://mydizolve.com), and through thousands of stores world-wide.

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