



# MAGELLAN HILL

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## **U CARE NOW CONTINUES TO REVOLUTIONIZE AND EXPAND CORPORATE GIVING, WITH LEADING RECIPIENT RONALD MCDONALD HOUSE OF SNJ**

**HADDONFIELD, NJ** - Since May 2006, Magellan Hill Technologies has provided regional businesses with highly reliable telecommunications services at steeply discounted rates. With the creation of the company's charitable division, U Care Now, Magellan Hill also immediately began providing a highly reliable stream of recurring revenues for a wide-ranging and worthwhile collection of local charities.

Because traditional corporate donations are typically granted on an annual basis, providing charities with a one-time shot in the arm; it is the recurring nature of the contributions that most effectively benefits U Care Now's partner charities. In fact, Teddy Thomas, Executive Director of the Ronald McDonald House of Southern New Jersey, adds, "By the end of 2008, we are estimating that contributions from U Care Now alone will account for 1 percent of our operating budget. That's substantial!"

These recurring revenues are generated through an innovative program that channels a portion of each client's monthly phone bill to the participating charity of their choosing. This simple yet inventive concept was a driving force behind Bradford M. Bono's launch of Magellan Hill and U Care Now; to tap into the giving power of regional small to mid-sized corporations by doing what he does best – providing superior service at a fantastic discount. "So while companies are giving 5 percent of their monthly invoice to a local charity of their choice they are, at the same time, saving up to 30 percent on their phone services," explains Bono.

Magellan Hill ensures new corporate clients that, not only are the charitable contributions seamless and effortless, so too is the transition to their service. Bono says, "Clients can keep their current phone number and we perform the changeover to our service absolutely free of charge."

There are currently 15 charities benefiting from U Care Now including Ronald McDonald House of Southern New Jersey, the United Way of Camden County, the Adam Taliaferro Foundation, Lourdes Health Foundation and the Boys & Girls Clubs of Gloucester County, but the list is ever-growing. U Care Now has already contributed more than \$40,000 in total donations since the program's inception.

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## ABOUT MAGELLAN HILL

Magellan Hill is a telecommunications management company that services mid and large sized businesses, government agencies and healthcare providers in New Jersey, Pennsylvania, New York and Delaware. These services include Local and Long Distance Phone Service, Data, High Speed Internet Service, Internet Security and Conference Calling. It is Magellan Hill's mission to do what is best for their customers, employees and the community at all times.

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