

MAKING CHANGE

Tips From an Underage Overachiever



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13 Year Old Toronto Boy Creates SudokuHub.com to Help Kids in Need

Richmond Hill, Ontario – Grade nine student and UNICEF Children’s Ambassador Bilaal Rajan is once again re-inventing the art of fundraising.

Having already raised millions of dollars to help kids in need throughout the world, the 13 year old, Toronto-based author and motivational speaker has created a website (www.SudokuHub.com) that will let users raise funds by playing Sudoku, the numeric-based puzzle game that is sweeping the world in popularity.

“We wanted to find a way where people, especially youth, could have fun while helping kids in developing countries,” says Rajan. “An online version of Sudoku was the logical choice. The game is really catching on. Everyone’s playing it now.”

Rajan found SudokuHub with fellow whizkid and web entrepreneur Adil Lalani, a recent Waterloo University graduate. “Bilaal and I knew this was going to be the first of its kind,” says Lalani. “We expect the site to become the premier destination for online Sudoku players around the world.”

SudokuHub.com isn’t your average gaming website. Once fully developed, users will play to win UNICEF (United Nations Children’s Fund) Plumpy’nut® packages, which feed malnourished children in underdeveloped countries. All of the proceeds raised from sponsors will go to purchase these packages.

High in calories, the nutritious peanut-based packages can help reverse the effects of malnutrition in a matter of days. Since no cooking or preparation is needed, mothers can feed their children right from the foil package. Just three packages of Plumpy’nut® a day can help a child gain up to two pounds in a week.

Calling it “the most clever way to donate online,” Rajan and Lalani are currently accepting advertisers for the website. “Sponsors will benefit enormously by joining this project,” says Rajan. “They’ll have the opportunity to show the world they care about kids, and it’s a great way for them to connect with young consumers throughout North America.”

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