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FOR IMMEDIATE RELEASE

Ollie-Ink Announce Support for the Charity ACT For Kids

Brisbane, QLD, 16-April-2010 - Oliver Searle, Artist, recently launched Ollie-Ink as a new business and quickly forged a partnership with the charity organisation ACT For Kids. Ollie-Ink is supporting ACT For Kids through various promotional activities, including free giveaways and competitions, that focus on a funny and quirky character known as Oll-Doll The Unlikely Superhero.

"I have been supporting ACT For Kids for several years and I am very excited to increase my support through the formalisation of this partnership." said Oliver Searle, the creator of Oll-Doll and Ollie-Ink.

The memorandum of understanding that was recently signed between Ollie-Ink and ACT For Kids provides a framework for the partnership. Details of the memorandum outline ways the partnership will help raise vital fundraising dollars for therapy services. Demonstrating investment in the partnership, the Ollie-Ink online store has been developed so that items for sale clearly state the amount of any tax deductible donations that go to the charity. Customers receive an ACT For Kids tax deductible receipt which can be used to claim the deduction when submitting their tax returns.

In association with the recent launch of Oll-Doll merchandise and the online store, Ollie-Ink has created a drive to achieve 10,000 Facebook Fans by midnight 31st July 2010 and will donate an amount to ACT For Kids for each Fan. The Facebook drive has seen strong support from the social networking community. To further encourage participation several Oll-Doll merchandise gift packs have been given away to Facebook Fans with more gifts and giveaways to come. Design Federation, the online Australian Design News site, has shown support by running an online competition that will be announced on the 15th May 2010.

Oliver is working on several new series of watercolour and pastel paintings so that he can

donate a piece of artwork to be sold at the ACT For Kids Annual Art Exhibition, with all proceeds going to the charity. Oll-Doll merchandise will also be donated to the charity for use in gift packs. More details about upcoming events will be made at a later date.

About Ollie-Ink:

Ollie-Ink is a newly formed business registered with The Office of Fair Training (QLD). For information on Ollie-Ink and Oll-Doll, contact Oliver Searle or visit www.ollie-ink.com. To join the Facebook Fan drive visit www.ollie-ink.com and click on the Facebook banner at the end of any page. Visit www.ollie-ink.com/shop to view Oll-Doll merchandise, prices and the tax deductible donations that are included with Oll-Doll merchandise. Merchandise sold by Ollie-Ink is ethically sourced and supports local Australian business. A selection of bags are made locally and all products are screen printed or transfer printed in Australia. Oll-Doll merchandise is not mass manufactured and so the number of items offered is limited and may vary over time. Oll-Doll and artwork remain copyright Oliver Searle and Ollie-Ink.

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