



## NEWS RELEASE

February 2, 2010

**FOR IMMEDIATE RELEASE**

Contact: Patrick Frame, Managing Partner  
(410) 573-0010

### **ORBIS International Selects List Services Fundraising for List Brokerage and List Management**

*(Naples, FL)* List Services Fundraising

List Services Fundraising has been selected by ORBIS International as its new list broker and manager. Based in New York City, ORBIS works to eliminate preventable blindness in developing countries. Their direct mail program was once branded as ORBIS Sight Flight but is now simply ORBIS. While the name has changed slightly, the mission hasn't.

Tricia Hart, Associate Director, Individual Giving says, "ORBIS continues to be a leading organization in the prevention and treatment of avoidable blindness in developing countries. While we have been out of the acquisition market for a few years, the recent economic challenges allowed us to re-visit our past successes and we are now re-focused on building upon them."

A core tenet of ORBIS' approach to eliminating blindness is to focus on capacity building of its local partners on the ground in the patient communities. ORBIS teams conduct on-site training sessions and long-term assistance for local eye-health professionals as well as provide direct patient care in local hospitals and onboard its Flying Eye Hospital.

From a list perspective this means that the ORBIS file is a must-test for both international relief offers and blindness/sight mailers.

Jennifer Girard Smith, President of List Services Fundraising said, "We look forward to the opportunity to help ORBIS restore the stature of its direct mail program. Everyone in our business knows this is a great file but over the years the universe has dwindled away.

We appreciate the confidence that ORBIS has in selecting List Services as the partner to help them re-establish their direct mail presence.”

ORBIS’ file is now available on rental and exchange through List Services Fundraising and a datacard may be found at [www.nonprofit-lists.com](http://www.nonprofit-lists.com). The previous manager was Direct Media. For further information or to place an order, please contact Suzanne Forman at 239-263-4350 or [sforman@listservices.com](mailto:sforman@listservices.com).

---

**About List Services Fundraising** List Services Fundraising is the nation’s high-impact, low-risk provider of non-profit acquisition solutions; enabling non-profits of all sizes to maximize results from their prospecting investment. List Services specializes in list brokerage, management, fulfillment, data processing and enhanced analytics for both national and regional non-profits. A division of List Services Corporation of Bethel, CT, List Services Fundraising is based in Naples, FL with a regional office in Annapolis, MD. For more information, contact List Services Fundraising at 888-393-LIST or visit [www.nonprofit-lists.com](http://www.nonprofit-lists.com).