



## **Actress Jessica Biel Partners with PathConnect for Online Cause Network**

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PathConnect teams with film actress Jessica Biel and Make The Difference Network (MTDN) to launch an online community for giving. PathConnect will provide its innovative technology and marketing solutions to re-launch MTDN.com by early summer. MTDN.com allows non-profits to post 'wishes' related to their cause. Potential donors then respond with direct donations and support. MTDN community members interact with each other, post results and share success stories.

Jessica Biel, co-founder of Make The Difference, is known for her commitment to helping others. In 2006, a lunch date with Biel sold for \$30,000 during a charity auction. The money went to the Molly Bloom Recovery Fund, a charity created for a Colorado teenager badly-injured in a prom night automobile accident. Leveraging the power of celebrity and the internet, Biel is committed to making a difference. Biel looks forward to the enhanced networking capabilities of Make The Difference Network. Now, she can help others on a global scale. "Partnering with PathConnect gives us a powerful set of tools that will allow MTDN to help more non-profits and more people," said Biel.

Make The Difference Network was originally conceived in December 2004. The organization was co-founded by Jessica, her father Jon Biel and cause-marketing expert Kent McBride. The site has been building momentum, but now teams with PathConnect for a full-scale launch.

Based in Los Angeles, CA, PathConnect, LLC is a new media company providing unique social networking applications. PathConnect.com, the company's flagship, targets entrepreneurs and personal growth-enthusiasts. PathConnect Chief Executive Officer Ryan Blair found particular interest in the Biel project because of his own commitment to cause-awareness. "Make The Difference's online 'cause network' will modernize the way non-profits do business," says Blair. "Now, charities can easily connect with supporters and display the results of their efforts."

To celebrate the new partnership, Jessica Biel unveils a profile on PathConnect.com. Here, she will post career news and encourage others to help 'make the difference.'

For more information, please visit:

[www.MTDN.com](http://www.MTDN.com)

[www.PathConnect.com/JessicaBiel](http://www.PathConnect.com/JessicaBiel)