



A Member of Father Joe's Villages

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Payment For Online Ad is a Sweet Deal For St. Vincent's
Young Journo's Web Site Becoming Popular Advertising Venue

SAN DIEGO — Fr. Joe Carroll, president of St. Vincent de Paul Village, will accept a donation of 24,750 Jelly Belly jellybeans from an up-and-coming journalist on Fri., July 26, at 11 a.m., at the organization's 1501 Imperial Avenue location.

The journalist is 12-year-old Danny Stricker, whose list of interviewees includes former Padre Tony Gwynn, Duchess of York Sarah Ferguson and San Diego Mayor Dick Murphy, to name a few. His celebrity Q-and-As are published on his Web site, www.dannyskidspage.com. In addition, he regularly writes for *The Peninsula Beacon* and other publications.

Stricker, who is a fan of Jelly Belly beans, approached the candy company with an offer to advertise on his Web site. The agreed upon form of payment for the banner ad – thousands of jellybeans – was a sweet deal for Stricker.

But he soon realized he bit off more than he could chew, so Stricker decided to donate the jellybeans to St. Vincent's.

“Danny is an extremely compassionate young man,” Fr. Joe says. “His gift will make the 180 children living with us very happy and I’ll keep a few jellybeans for myself to satisfy my sweet tooth.”

Stricker hopes more companies will consider advertising on his Web site, which receives thousands of hits annually, and is currently negotiating a similar advertising-for-product trade with Mail Boxes Etc.

For more information on Stricker's donation of Jelly Belly beans to St. Vincent de Paul Village, call (619) 525-1608.

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