



<http://creativecommons.org>

Press Release

CREATIVE COMMONS SELECTED BY *GOOD* MAGAZINE AS NON-PROFIT ORGANIZATION FOR CHOOSE GOOD CAMPAIGN

San Francisco, California – July 11, 2006

Creative Commons is proud to announce today that it has been named as one of twelve non-profit organizations that will participate in the innovative subscription strategy – the CHOOSE GOOD campaign – that accompanies the launch of *GOOD* magazine.

Launching nationwide this Fall, *GOOD* magazine strives to elevate the level of debate among its target demographic of intelligent, ambitious, youthful people aged 21 through 35. Founded by Ben Goldhirsh, *GOOD* is focused on the people, ideas, and institutions affecting change in the world. The magazine intends to examine the intersection of idealism and capitalism, and living well by doing “good”. *GOOD* will serve as a platform for talented contributors and writers to bring to the forefront issues and ideas that matter.

As part of the CHOOSE GOOD campaign, *GOOD* has chosen 12 charity organizations that represent issues and ideals that accord with *GOOD*'s mission. In addition to Creative Commons, CHOOSE GOOD partners also include Teach For America, Ashoka, Donors Choose, Witness, OCEANA, World Wildlife Fund, Millennium Promise, UNICEF, Room to Read, Generation Engage, and City Year.

A new subscriber to *GOOD* can elect to participate in the CHOOSE GOOD campaign by choosing one of the 12 charities as the recipient of a donation from *GOOD* for the entire amount of their \$20 subscription fee. In the case of Creative Commons, *GOOD*'s aims to raise \$60,000 in order to provide more than 20 international legal jurisdictions with the legal tools and technologies that allow them to more easily and efficiently distribute their creative works on the Internet.

GOOD magazine is also offering magazine contributors the option to CC license their contributions under a Creative Commons Attribution-NonCommercial-No Derivatives license.

“We’re honored to have been selected as a CHOOSE GOOD partner and to be in the company of so many other great organizations,” said Francesca Rodriguez of Creative Commons. “Creative Commons hopes that our participation in the CHOOSE GOOD campaign will confirm our role as a key enabler of and contributor to topical debates.”



<http://creativecommons.org>

Press Release

“Creative Commons is a perfect example of the nature of programs and policies *GOOD* aims to highlight,” said Max Schorr, *GOOD*’s editor and publisher. “Their particular initiative encourages creativity and more valuable content, which are vital aspects of our editorial and overall mission.”

About *GOOD* Magazine

Launching in September 2006, *GOOD* magazine and its companion web site, www.goodmagazine.com, are high impact media properties that will catalyze positive thought and action. *GOOD* will examine the intersection between idealism and capitalism with surprising perspectives by talented writers and contributors and features on the prodigies of innovation and culture. In an effort to elevate the level of debate among the critical group of educated, media-savvy, engaged, creative, worldly young-minded citizens, *GOOD* will engage the public in things that matter by showcasing the people, ideas, and institutions driving change in the world. *GOOD* will crystallize and bring to light the new definition of what it means to be "good" in today's society. For more information, please visit www.goodmagazine.com.

About Creative Commons

Creative Commons is a not-for-profit organization, founded in 2001, that promotes the creative re-use of intellectual and artistic works—whether owned or in the public domain. Creative Commons licences provide a flexible range of protections and freedoms for authors, artists, and educators that build upon the "all rights reserved" concept of traditional copyright to offer a voluntary "some rights reserved" approach. It is sustained by the generous support of various organizations including the John D. and Catherine T. MacArthur Foundation, the Omidyar Network, the Hewlett Foundation, and the Rockefeller Foundation as well as members of the public. For general information, visit <http://creativecommons.org>

Contact

Creative Commons:
Francesca Rodriguez
Project Manager, Creative Commons
francesca@creativecommons.org



<http://creativecommons.org>

Press Release

GOOD Magazine:
Alissa Neil
212.431.4411
Alissa@alissaneilpr.com

Press Kit

<http://creativecommons.org/presskit>