



<http://creativecommons.org>

Press Release

Creative Commons releases viral fundraising widget and social networking campaign

San Francisco, CA – 11/1/2007

Last year Creative Commons utilized an innovative fundraising model by using the video sharing platform Revver to disseminate the Creative Commons mission and to help raise funds for the Creative Commons' second annual fundraising campaign. That experience demonstrated the strength of CC's community and that viral fundraising is key to sustaining Creative Commons.

This year Creative Commons has added a Web 2.0 "widget" and a Facebook initiative to its viral fundraising arsenal. The widget is available at <http://support.creativecommons.org/widget> and embeds directly in blogs, websites and MySpace. The text is customizable so people can encourage others to give in their own words. This easy to use tool enables people to more directly participate in raising awareness and funds for Creative Commons.

Beth Kanter, professional blogger and consultant on the use of social media tools in the nonprofit sector for social change says... "I can't wait to remix the Creative Commons widget and use it to help fundraise on my blog and social networking profiles. This is perfect way to celebrate what Creative Commons stands for and help raise funds for the annual fund campaign!"

Creative Commons has also launched fundraising in Facebook using the "Causes" Facebook app. All of Creative Commons' viral fundraising tools, including the widget, Facebook, videos, and other forms of social media sharing, are available at <http://support.creativecommons.org/spread>.

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. Through its free copyright licenses, Creative Commons offers authors, artists, scientists, and educators the choice of a flexible range of protections and freedoms that build upon the "all rights reserved" concept of traditional copyright to enable a voluntary "some rights reserved" approach. Creative Commons is sustained by the generous support of organizations including the John D. and Catherine T. MacArthur Foundation, Omidyar Network, the Hewlett Foundation, and the Rockefeller Foundation, as well as members of the public. For more information about Creative Commons, visit <http://creativecommons.org>.



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Press Kit

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