



<http://creativecommons.org>

Press Release

Creative Commons Launches Second Annual CC Swag Photo Contest

San Francisco, CA – November 13, 2007

Today, Creative Commons launched its second annual CC Swag Photo Contest. The contest is an important component of the third annual Creative Commons fundraising campaign, which was launched on October 1.

“It is not only vital that we meet our \$500,000 goal for the fundraising campaign, it’s also important to use the campaign as away to disseminate CC’s mission,” said Melissa Reeder, Creative Commons’ development coordinator. “The CC Swag Photo Contest is a great way for people to show their support for Creative Commons.”

The CC Swag photo contest challenges people to creatively photograph Creative Commons T-shirts, buttons, stickers, and other promotional items (all available at CC’s online store). To enter, the photographs must be uploaded to the Flickr group [CCSwagcontest07](#). Please go to <http://support.creativecommons.org/contest> to read the other rules and regulations and to see the 2006 contest image archive.

The two winners, chosen by Creative Commons, will be awarded 100 postcards featuring their winning photo. These postcards will also serve as promotional material for Creative Commons and will be distributed internationally to promote CC.

Franz Patzig, one of the winners of the 2006 CC Swag Photo Contest, says that in addition to being a way to support Creative Commons, the contest helped raise his profile as a photographer.

“I have been publishing all my photos under Creative Commons licenses since CC’s beginning,” Patzig says. “I joined the contest for fun; I never expected my photo to be chosen as one of the winners. Since then, many people have used it to illustrate blog postings about the commons, which has brought a lot of attention to my Flickr pages. I’ve even sold some photographs. I love sharing my work.”

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



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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>.

Contact

Melissa Reeder
Development Coordinator
Creative Commons
melissa@creativecommons.org

Press Kit

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