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For Immediate Release

ACTOFGOOD.ORG LAUNCHES IN CHICAGO ON MONDAY, APRIL 27, 2009

Do Good. Be Great.

CHICAGO, IL (April 2009)— A social networking platform devoted to everything charitable, ActofGood.org welcomes you to the innovative virtual age of “doing good.” The new wave of digital media and the expansion of social networking websites are constantly changing the landscape of modern-day philanthropic initiatives.

Founded on a passion for charity with the goal of connecting the community for social change, ActofGood.org is an internet-based social platform designed to connect people with the causes they care about. From Internet novices to the savviest users, and donors and volunteers alike, everyone can further their philanthropic activities through the click of a mouse on this social media-based platform.

“Starting with Chicago, we have the ability to change the way that charities conduct business,” says Founder Michael Farah. “ActofGood.org can be viewed as both a social and organizational tool for doing good.”

ActofGood.org offers a variety of tools to interactively join charitable organizations and its supporters. It features multiple functionalities that serve as a forum for education, discussion, event management, donation and involvement for Chicago-based organizations, large and small. In addition to the traditional functionalities associated with a social network, ActofGood further presents charitable causes the necessary tools needed to streamline their operations.

A main feature unique to ActofGood.org is the elaborate event calendar system. ActofGood’s regional calendar will help keep you up-to-date on the latest philanthropic events in the Chicagoland area. Organizations can view when other causes are hosting events, preventing overlapping dates for upcoming functions. In addition, each cause has its own event calendar on its homepage to promote and generate awareness about the cause-related activities to its members. Acting as your own assistant, the personal calendar reminds you of upcoming meetings and events to attend. From Gmail and Outlook to Yahoo, Entourage and iCal, your ActofGood calendars sync up to your everyday life.

ActofGood.org is already home to thirty-plus charitable organizations—from the recently developed to the well known. For a complete list of organizations or for more information on ActofGood.org, please visit the website, www.actofgood.org.

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