

Share the love...spread the word....

Let's get The 3/50 Project on one of the morning news programs!

1. Print out our Valentine (on the following page) using a desktop printer
2. In the lower left corner of the Valentine, write your:
 - Name
 - Business name (if you have one)
 - City and state

If you prefer to send your Valentine via snail mail:

The Today Show
Attn: STORY IDEAS
30 Rockefeller Plaza
Studio 1A, 3rd Floor
New York, NY 10112

Good Morning America
Attn: BOOKING
147 Columbus Ave.
New York, NY 10023

The Early Show
Attn: STORY IDEAS
524 West 57th St.
New York, NY 10019

Fox and Friends
Attn: GRETCHEN CARLSON
1211 Avenue of the Americas
New York, NY 10036

If you prefer to scan and send your Valentine via email:

today@nbcuni.com
Subject line: STORY IDEA

???

earlyshow@cbs.com
Subject line: STORY IDEA

friends@foxnews.com
Subject line: ATTN: GRETCHEN

Thanks for helping to spread the word; with a little luck, we just might make the morning broadcasts!



March 11, 2009: A woman in Minneapolis wrote a blog post asking people to think of three “mom and pop” businesses they didn’t want to see disappear, then commit \$50 of their monthly spending to those or others like them. She called her idea *The 3/50 Project*.

A week later, she put that request on a flyer, printable on a desktop printer, downloadable from the blog.

In two days, she received more than 350 emails from total strangers who loved the flyer...and wanted more.

March 30, 2009: She built and launched a website where people could download the flyer and other free items to share the message.

In one week, more than 7,600 “absolute unique visitors” had found the site.

Over the next nine months, more than 14,600+ businesses had officially endorsed The 3/50 Project, each one listed as a Supporter on the website...

...while more than 35,000 fans did the same on Facebook.

And all without a penny of financial backing.

I hope you’ll tell this story. It’s a Valentine that makes *everyone* feel good.

The 3/50 Project

Website: the350project.net

On Facebook: facebook.com/The350Project

The blog: alwaysupward.com/blog

Media contact:

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