

The Darfur Foundation

THE DARFUR WALL INTRODUCES ADVOCATES PROGRAM

Non-Profit Web Site Uses Pyramid Scheme for Good

SEATTLE, Washington – February 15, 2007 – The Darfur Wall (darfurwall.org) recently introduced its Advocates program, a highly original system that harnesses the evil power of pyramid schemes for the forces of good.

The program works by providing a participant—an Advocate—with a personalized web-link. An Advocate shares this link with friends and asks them to click on it, visit darfurwall.org, and donate. The Darfur Wall recognizes the link and awards points to the Advocate.

“Earning points makes you feel like part of a movement, and the more people feel engaged, the more they will help,” said Jonah Burke, creator of The Darfur Wall. “Points aren't about free trips or merchandise. They're about recognizing people for the work they've done.”

In just two weeks, the program has attracted Advocates including an online faith community, a student group from New Jersey, and individuals from around the world. Caitlin Hill, an Australian teenager and rising YouTube star, posted her Advocate link on her popular web page. Hundreds of fans followed it and sent her Advocate points soaring.

When Hill earns points, so too does Burke, who introduced her to the Advocates program. Like a multi-level marketing scheme, the program creates a network effect. But Advocates is no Amway. One hundred percent of the money it generates supports peace in Darfur.

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