

## NEWS RELEASE



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FOR IMMEDIATE RELEASE

### **Government Giving Becomes Even Cooler with Launch of AwesomeGov Fund by GovLoop**

*The premier social network for government ties philanthropy with government 2.0*

Washington, DC — Nov. 12, 2009 – The marriage of government 2.0 and philanthropy 2.0 is officially consummated with the launch of the AwesomeGov Fund by GovLoop, the premier social network connecting the government community.

The AwesomeGov Fund aims to highlight, honor and support government by raising awareness about government-related individuals, groups and programs that are inspiring in their ability to create impact and make government better.

To celebrate the launch of the fund, GovLoop will donate \$1.00 for each new government professional who joins GovLoop between Nov. 15 and Dec. 15. The process will be community-driven. GovLoop members will submit charity recommendations and vote for the one that will receive all of the funds. Potential charities can also add themselves to the list and are encouraged to promote GovLoop membership among the government professionals in their community to increase the donation amount. The current list of organizations can be found at <http://govloop.com>. At the end of the campaign, GovLoop will host a celebration and award the check to the winning charity.

“Promoting public service and giving back to the community are core values of the GovLoop community,” said Steve Ressler, founder of GovLoop. “Together as a community, we have already donated more than \$10,000 to a variety of charities through the Kiva GovLoop group. With the AwesomeGov Fund, we want to launch a fund that is built upon that spirit and reinforces how cool government actually is, while giving back at the same time.”

GovLoop will also donate at least 5 percent of all revenue in 2010 to the AwesomeGov Fund in order to support activities including scholarships, trainings, charity donations and more for individuals and groups that promote public service and give back to the community.

The rollout of the AwesomeGov Fund will coincide with the federal government's [Combined Federal Campaign](#), the world's largest and most successful annual workplace charity campaign.

“During the holidays, government employees are incredibly generous, making pledges and donations through the [Combined Federal Campaign](#) (CFC),” Ressler added. “As we launch the AwesomeGov Fund, GovLoop intends to promote that spirit of generosity and giving – right alongside our government colleagues.”

Follow and discuss the AwesomeGov Fund on Twitter using hashtag #AwesomeGov. Find more information about the AwesomeGov Fund at [www.awesomegov.org](http://www.awesomegov.org).

### **About GovLoop**

GovLoop is the premier social network connecting the government community; a powerful space where those that work in and around government can collaborate, socialize and support each other in an effort to improve government. GovLoop is a division of [GovDelivery](#), the leading government communications platform. It is an active community of more than 20,000 members from all levels of government and many countries that share knowledge on topics ranging from social media policy to technology to professional development. Members of the government community can join at [www.govloop.com](http://www.govloop.com).

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