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Blog Launches With \$50,000 Donation To Cause That Gets The Most Votes

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Durham, NC - A new blog (thechangeordie.org) dedicated to celebrating "all the ordinary and extraordinary folks who are actually making the world a better place to live," is putting its money where its mouth is.

To launch the new blog, The Republik, the ad agency behind thechangeordie.org, is sending an e-blast to over 2,500 friends, family and business associates asking them to vote for one of nine "change agents". When a recipient votes, they will be taken immediately to the home page of the blog where a running tally of the votes will be featured. The change agent with the most votes will receive a \$50,000 donation from The Republik.

"It's a great way to get folks to check out thechangeordie.org while rewarding a person or organization we think will make a tremendously positive change to the world," says The Republik CEO, Robert West.

The voting poll closes November 4, 2008 and the winner will be announced shortly thereafter.

[Thechangeordie.org](http://thechangeordie.org) features constantly updated news, ideas and commentary on people, organizations and businesses that are changing the world in positive ways.

Change or Die™ is the trademarked rallying cry of The Republik™. In 2001, when the entire advertising industry hit a historic low, The Republik opened its doors with an entirely new approach. Located in beautiful, downtown Durham, NC, it has been changing the business of advertising from its very inception. The Republik (www.therepublik.net) is an employee-owned advertising agency with offices in Durham, Charlotte and New York. Clients include Triumph Boats, Durham, NC; Consolidated Shoe, Lynchburg, VA; Scarab Boats, Sarasota, FL; Fayetteville (N.C.) Tourism; Shelton Vineyards, Dobson, NC and Carver Yachts, Pulaski, WI.

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