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**FOR IMMEDIATE RELEASE**

November 13, 2006

**COOLPEOPLECARE.ORG LAUNCHES  
CHRISTMAS IS NOT YOUR BIRTHDAY CAMPAIGN**

NASHVILLE, Tenn. – CoolPeopleCare.org, a philanthropic Web site based in Nashville, today announces the launch of “Christmas is Not Your Birthday,” a campaign that urges Web site visitors to focus on others this holiday season by offering tips on how to rethink wish lists and give generously. The campaign will run from Monday, November 20, to Monday, December 25.

CoolPeopleCare.org’s signature feature, “5 Minutes of Caring,” will direct its Monday content towards this campaign. The 99-word daily article features helpful hints, practical tips and links to inform readers of the many ways in which they may make a difference in less than five minutes a day.

Each Friday’s feature, “More Time on Your Hands,” will showcase true stories of people who have dared to take the “Christmas in Not Your Birthday” challenge.

Launched in August 2006, CoolPeopleCare.org is an offering of CoolPeopleCare, Inc., a company founded by Nashville residents Sam Davidson, CEO, and Stephen Moseley, President. In just three months, it has served more than 25,000 visitors.

Davidson and Moseley believe that consumerism has become “The Reason for the Season” in the U.S.A., but that the money spent each holiday season could be better directed for a longer-term, society-wide impact.

Though the site seeks to encourage people to give, Davidson knows that attempting to change the spending habits of Americans is no easy task. “We’re here to help,” said Davidson. “We’re accustomed to certain holiday traditions, like shopping, so CoolPeopleCare.org is here to show people, step-by-step, how to begin traditions of generosity.”

CoolPeopleCare.org is the first endeavor of the newly created CoolPeopleCare, Inc. The Web site is designed to educate and motivate individuals to get involved in their local communities. Believing that people want to give back, but don’t have the time, the site offers a 99-word article every weekday to inform readers how to make a difference in less than five minutes. Also believing that people want to give back but don’t know how, the site also includes

an events calendar with local happenings that have a social benefit. The concept for the site was developed in early May and the site was officially launched on August 18.

CoolPeopleCare, Inc., a Nashville-based company, was founded by Sam Davidson, CEO and Stephen Moseley, President. The newly formed company's model is one of social entrepreneurship, by which it creates positive social change as a direct function of its business. For more information about CoolPeopleCare, Inc., CoolPeopleCare.org, or the "Christmas is Not Your Birthday" campaign, visit [www.coolpeoplecare.org](http://www.coolpeoplecare.org) or contact Sam Davidson, (615) 260-3082.

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