

Zemanta challenges bloggers to "Blog For A Cause" throughout May in aid of global charities

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*Zemanta and partner Weber Shandwick's Social Innovation Greenhouse to donate \$6000 prize to most blogged about charities

Zemanta (<http://www.zemanta.com>), the revolutionary tool for enhancing online content for web publishers, is challenging bloggers across the web to dedicate a portion of their posts in May to charitable causes close to their hearts. The "Blogging For A Cause" challenge – created in partnership with the Social Innovation Greenhouse @ Weber Shandwick – aims to inspire bloggers, regardless of the topics they normally write about, to give exposure to their favourite charities, to highlight the social power of the web.

Bloggers who want to take part should go to <http://www.zemanta.com/bloggingforacause> for details on the challenge, and get writing about their favourite charity. Zemanta will split the prize money between the charities that are most blogged about over the course of the next four weeks.

Zemanta was inspired to launch this contest after being awarded second prize at the Change The Web Challenge, announced at NTEN's Nonprofit Technology Conference in San Francisco last Monday. The prize, one of three awarded to web applications and widgets that make it easier for web surfers to find and share ways to make a difference, was given to Zemanta for its Related Social Actions for Bloggers project. The project provides bloggers with contextually relevant civic actions (i.e. volunteer, sign a petition, donate) to include in their posts from over 50 websites such as VolunteerMatch, Idealist.org, and DonorsChoose.org.

Zemanta will be donating their \$3000 prize money to charities chosen via the "Blogging For A Cause" challenge, while partner Social Innovation Greenhouse at Weber Shandwick will be matching that amount, bringing the current total to \$6000. Zemanta are also calling for additional sponsors to get involved to help increase the prize money, and also urge charities around the world to encourage their online communities to get blogging about them.

Ales Spetic, Zemanta CEO, said: "It doesn't matter what you normally blog about, we want you to write at least one post this month about the cause or charity that matters the most to you. Encouraging more engagement and inspiring more conversations around civic actions is vital in this period of economic downturn, when charities need our help more than ever. With our Social Actions integration we wanted to make it really easy for bloggers everywhere to bring topical causes to their readers, as we know how effective blogging can be at spreading the word online about important issues. That's what the Blogging For A Cause challenge is all about."

Joe Solomon, Director of Social Actions' Change the Web Challenge, said: "Zemanta has the potential to help people find social actions all over the blogosphere, raising awareness, and creating positive impact all over the world."

About Zemanta

Founded in 2007, and based in Slovenia, London and New York, Zemanta is a revolutionary new platform for accelerating and enhancing online content for web publishers. Any user-created text (a blog post, article, web page, or email) is directly "read" by Zemanta, which recognizes all contextual content. Zemanta then searches the web for the most relevant images, smart links, keywords, text, and rich media including video, instantly serving these results to the user to enrich and inform their content. Zemanta can be deployed on all major content publishing platforms and web browsers through a simple plug-in, as well as on Gmail and Yahoo! Mail. Zemanta was the winner of 2007's Seedcamp, which led to investment by Union Square Ventures, T.A.G. and Eden Ventures, and is currently preparing to close a new round of investment. You can download Zemanta at: <http://www.zemanta.com>.

About Weber Shandwick

Weber Shandwick is a leading global public relations agency with offices in 77 markets around the world. The firm's reputation is built on its deep commitment to client service, creativity, collaboration and harnessing the power of Advocates - engaging stakeholders in new and creative ways to build brands and reputation. Weber Shandwick provides strategy and execution across world-class practices such as consumer marketing, healthcare, technology, public affairs, corporate/financial and crisis management. Its specialized services include digital/social media, advertising, market research, and corporate responsibility. Weber Shandwick received the highest client-satisfaction honors in the 2007 Agency Excellence Survey by PRWeek U.S., in 2008 won Large PR Firm of the Year (PR News U.S.), and in 2006 was named European Consultancy of the Year (The Holmes Report) and Network of the Year (Asia Pacific PR Awards). The firm also won the United Nations Grand Award for Outstanding Achievement in Public Relations for the past three years.

Social Innovation @ Weber Shandwick is a global specialty group and think tank that delivers exceptional value to clients and partners interested in corporate responsibility, sustainability, strategic philanthropy, cause marketing and advancing social issues. Our mission is to help clients embed and communicate innovative programs and principles across their work, contribute to the public debate on key issues affecting our world and show ROI. Through an approach known as mob-sourcing -- or moso -- the teams use a collaborative digital platform to discuss, debate and develop best-in-class ideas for clients via three offerings: Planet 2050, Social Impact, and the Greenhouse. Weber Shandwick is part of the Interpublic Group (NYSE: IPG). For more information, visit <http://www.webershandwick.com>.

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