



NEWS RELEASE

Clay Ward
BuyItLikeYouMeanIt.org
Phone: 617-216-8768
clay@thoughtandmemory.org

For Immediate Release

LOCAL NONPROFIT CELEBRATES LAUNCH AT CHOCOLATE FACTORY

Cambridge, MA (May 23rd, 2008)

Local nonprofit organization, Buy It Like You Mean It, is having its official launch party on Tuesday, June 3, 2008 at 7pm at the Taza Chocolate Factory at 561 Windsor Street in Somerville.

WHAT: Buy It Like You Mean It, a nonprofit organization created by the MIT community and volunteers, will celebrate their official launch! Their new, innovative online technology will help consumers make environmentally responsible and socially conscious purchasing decisions.

Starting with the chocolate industry, students and volunteers are already reviewing harvesting, mining, manufacturing, packaging, and shipping practices. Shoppers will soon be able to access a single digit product score that summarizes all the information available about a product. This score will be based on a shopper's unique "portfolio of interests" and will be accessible through: phones, text messages, supermarket shelf labels, and web browsers. Buy It Like You Mean It plans to have over 200 reviews and 1000 ratings by August.

At the family friendly public launch party, the Taza chocolatiers will demonstrate how their chocolate is made. Guests will indulge in food, beer, and chocolate. Volunteers will answer questions about how the technology works, laptops will be set up to try the technology, YouTube videos will be shown, and raven costumes will be tried on by guests.

WHO:

Clay Ward and Lucy Mendel (Founders)
Chris Csikszentmihályi (MIT Media Lab)
Charles Nesson (Harvard Law School)
Fritz Knabe (Endecca Technologies)
Hayat Imam (Boston Women's Fund)
Peter Huybers (Harvard University)



WHEN: Tuesday, June 3, 7PM

WHERE: Taza Chocolate Factory, 561 Windsor Street, Room B-206, Somerville, MA. Free parking in lot across street.

BEST VISUAL:

Taza Chocolatiers demonstrate chocolate manufacturing
Laptops set up so that the crowd can test out the new system
Visitors try on Raven costumes and hobnob with the crowd.

MORE INFORMATION:

<http://www.BuyItLikeYouMeanIt.org>
Change the world... one purchase at a time.