



BUYITLIKEYOUMEANIT.ORG

Public Launch Party!  
BuyItLikeYouMeanIt.org



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# Party like an oompa loompa!

## Food! Beer! Chocolate! Family Fun!

### HELP US LAUNCH OUR SERVICE AT THE TAZA CHOCOLATE FACTORY!

**WHEN:** Tuesday June 3, 7PM

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



based on a shopper's unique "portfolio of interests" and will be accessible through: phones, text messages, supermarket shelf labels, and web browsers.



**WHAT:** See Taza chocolatiers demonstrate how their chocolate is made. Indulge in food, beer, and chocolate. Ask questions about how the technology works. Watch YouTube videos about us. Try on raven costumes!

Buy It Like You Mean It plans to have over 200 reviews and 1000 ratings by August.

**WHY:** Buy It Like You Mean It, a nonprofit organization created by our community, will celebrate our official launch! Our on-line technology will help consumers make environmentally responsible and socially conscious purchasing decisions.

**WHO:** YOU! We're a grassroots volunteer organization and we've gotten this far with the support of people like you. If you've read this far, then chances are you already know some of the people working on the project. So come help us celebrate!

Starting with the chocolate industry, students and volunteers are already using our tools to review harvesting, mining, manufacturing, packaging, and shipping practices. Shoppers will soon be able to access single digit product scores that summarize the information available about a product. This score will be



Change the world... one purchase at a time.

Bring your friends!