

Racine Public Library News Release

For Immediate Release

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DOING GOOD ONE SEARCH AT A TIME!

Supporters of The Racine Public Library are using GoodSearch and GoodShop, raising money with every search of the Internet and every purchase on-line!

Racine - What if even a fraction of the billions of dollars generated by search engine advertisers and online shopping was directed towards keeping adequate materials and services offered by the Racine Public Library?

That is the concept behind GoodSearch.com a new search engine powered by Yahoo! GoodSearch donates 50% of its revenue, approximately a penny per search, to the charities designated by its users. You use it exactly as you would any other search engine and the pennies add up quickly – just 500 people searching four times a day will earn around \$7,300 in a year. It doesn't cost the users a thing!

Similarly with GoodShop.com, consumers are helping their favorite causes by shopping at hundreds of well-known retailers including Amazon, Target, Apple, Macy's, Best Buy, Orbitz, Staples and others. The shopping experience and the prices are exactly the same as going to the retailer directly, but by going through GoodShop, up to 30% of the purchase price is donated to the user's favorite cause!

The Racine Public Library recently registered with the sites, giving its supporters a chance to raise money for the cause every time they search the Internet or shop online.

Using GoodSearch and GoodShop is simple and free. To access the search engine, visit the Racine Public Library's website at racinelibrary.info where a GoodSearch button has been added for your convenience. Every search and every on-line purchase results in a small donation for the Racine Public Library.

"Every penny counts", says Jessica MacPhail, Racine Public Library Director. "While doing a search or shopping online why not raise money for our cause? There is absolutely no reason not to use GoodSearch and GoodShop - it's so easy"

"We know there are a lot of people who want to do good but may not have the time or the money to help out." said Ken Ramberg, Co-Founder of GoodSearch and former President of MonsterTRAK, the largest online career site for college students (now a division of Monster.com). "GoodSearch and GoodShop make it as easy as possible. We've taken something people do every day -- searching the Internet and shopping online -- and have turned it into doing good."

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