



P R E S S R E L E A S E

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Richmond, Va. -- November 28, 2005 -- MaxPitch Media, Inc., publisher of justsell.com, is challenging salespeople around the world to donate blood during The Global Sales Blood Drive, November 28 - December 2, 2005. Its goal is to bring together one of the world's largest professional groups to provide community blood banks with donations at a time when blood supply is typically low, but demand is high.

This "virtual blood drive" within a profession is a first. The standard corporate blood drive is currently the leading source of blood donations, according to America's Blood Centers. If the results of this virtual event are strong, the model could be applied to other professional groups and set a new standard in corporate charitable efforts.

What began as a blog post about a positive customer experience when MaxPitch Media cofounder Sam Parker gave blood for the first time in 20 years, became a corporate charitable cause regularly promoted to more than 100,000 newsletter subscribers of justsell.com (the web's resource for sales leaders) with the Web site morebloodmorelife.com.

Now, MaxPitch Media is counting on those 100,000 people to spread the word even farther -- to network for a bigger cause -- to lead by example -- because sales is the lifeblood of business. Each blood donation collected during The Global Sales Blood Drive can be stored for up to 42 days, and can boost local blood supplies into January.

"We're doing this because we can," said Sam Parker, cofounder and publisher at MaxPitch Media. "The effort spoke to us. When I gave blood earlier this year, I was connected to the cause by a few extra words from my medical screener: 'And O negative can be used by babies...' That 'customer' experience was a great business lesson. I blogged it, then gave some thought to what else I could do.

"Justsell.com has the largest email subscriber base of sale managers, executives, and professionals on the web. We thought, 'Why not share the business lesson and promote the cause at the same time?'" Parker continued. "So we developed MorebloodMorelife.com, and we promote it when we have available ad inventory. Then we asked, 'Is there anything more we can do?' And The Global Sales Blood Drive was created. All of it, because one person took the time for a bit more customer care. We call that 'sales love'."

MaxPitch Media is promoting The Global Sales Drive to its justsell.com community with email messages and the Web site www.salesblood.org, which will encourage subscribers to pledge their intention to donate blood and provide participants with all of the materials they'll need to promote the event among their fellow sales colleagues.

"Our hopes are that, with a bit more effort and customer care, we can inspire others to make blood donation a habit just as Cathy did for me," Parker said.

The United States uses approximately 38,000 pints of blood each day, according to America's Blood Centers. Each blood donor gives one pint of blood, and if all donors gave blood two to four times each year, blood shortages could be prevented. MaxPitch Media is encouraging sales executives and professionals to give blood at a time when blood centers typically see donations drop off as people get busy with holiday preparations, and to continue the habit as regular donors throughout the year.

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