



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

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ONLINE MEDIA COMPANY ‘SELLS’ BLOOD, URGING OTHERS TO GIVE

Sales Professionals Worldwide to Save Lives December 24 - January 4

RICHMOND, Va. – December 10, 2007 – In a time when sales professionals are often pigeonholed as aggressive, cold and hungry for money, one online media company is making strides to break the stereotype in a whole new way.

Welcome to the blood drive of the future.

Carrying out its virtual Global SalesBlood Drive with more gusto than ever, MaxPitch Media, Inc. is calling on its email community of over 190,000 business and sales professionals to raise awareness of critical blood shortages during the weeks immediately following the holiday season.

“Sales is the lifeblood of business,” said Sam Parker, cofounder of MaxPitch Media. “These are the people who make everyone else’s job possible. We’re hoping we can successfully encourage them to continue that contribution on a personal level that helps people even more deeply.”

“The two weeks around Christmas are important because there are so few blood drives due to schools, businesses, etc. being closed or downsized for the holidays,” said Beth Edwards, director of donor recruitment for Virginia Blood Services. “Giving blood is a simple and relatively painless process that can save up to three lives with each donation.”

According to America’s Blood Centers, the United States uses more than 38,000 pints of blood each day at hospitals across the nation. Each blood donor gives one pint of blood, and if all donors gave blood two to four times each year, dire shortages could be prevented.

For more information on the SalesBlood Drive, visit www.salesblood.org.

About MaxPitch Media, Inc.

MaxPitch Media, Inc. brings people information, ideas and inspiration to help them enjoy and get more meaning from their work, professionally and personally. It has over 190,000 business people subscribing to its various newsletters and websites.

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