



Seth Godin, 'The Group of 33' Including Malcolm Gladwell, Tom Peters, Julie Anixter and Dean DeBiase—Innovators Team Up With Microsoft and Bloggers to Raise \$ for Readers Around the World.

Big Moo Author Royalties to Be Donated to Charities and Have Built a Big Moo School in Nepal

WASHINGTON, March 30 /PRNewswire/ -- The most popular page on the web -- the MSN home page -- is being donated by Microsoft to promote a remarkable book.

[Think Remarkable](#) the guerrilla marketing site working with The Big Moo announced that MSN will be donating its home page on April 1 and 2 to run two innovative ads for The Big Moo with all royalties going to charity.

Gayle Troberman, Director of Branded Entertainment for MSN said, "We're inspired by The Big Moo mission - to help people be remarkable and do the remarkable. MSN is really excited to be part of this message and to be a new way to connect our audience to ideas, authors and three charities. It is exactly the kind of content we believe in."

MSN is the lead sponsor of the remarkable launch of The Big Moo: Stop Trying to Be Perfect and Start Being Remarkable (Penguin Publishing, Oct. 2005, \$19.95). In what's believed to be a first in business publishing, "The Group of 33" is collectively donating their royalties from The Big Moo to three remarkable charities: the Juvenile Diabetes Research Foundation, the Room to Read Foundation, and The Acumen Fund.

Inspired by Purple Cow, Godin's best-selling icon of creative thinking, The Big Moo drives home the point that sometimes, in addition to standing out in a world full of brown cows, you also need an insight or big moo so astounding that people can't help but remark on it. The Big Moo endeavors to answer what many consider the single

most pivotal question in business today: What does it really take to make an organization remarkable?

The Big Moo inspired two of the book's co-authors, Dean DeBiase, Chairman of RebootPartners.com and Julie Anixter, CMO at laga, to create an innovative platform called Think Remarkable. Through <http://www.thinkremarkable.com> readers can share their remarkable stories, and create custom designed book covers and introductions to use as a rallying cry with their employees, customers, partners and suppliers.

"We're delighted to take the simple act of inscribing a book to a whole new level by sponsoring this remarkable project that allows readers to make this book their own," said Anixter. "The fact that we're also helping the authors raise money for our charities in the process, makes this project that much more gratifying for everyone involved."

"The Big Moo is a book that's not just about breaking all the rules -- it's about changing the game entirely. We want to help people start a movement in their organization -- to stop trying to be perfect and start being remarkable," said DeBiase. "The goal is to make the book's wisdom, its practical application, its fun, and its authors accessible, while raising millions for charity."

DeBiase asserts that The Big Moo will help businesses break through and connect with their audience. "They know they need to do 'something' and that something usually begins with crafting a story," he says. "It's a new kind of mass market challenge -- to be remarkable in the context of continuous clutter! The Big Moo points the way."

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