

Date: March 30, 2006 **Publication:** PR Newswire

100 Percent of The Big Moo Author Royalties to Be Donated to Three Remarkable Charities and Have Already 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 project.

[Think Remarkable](#) the guerrilla marketing site working with The Big Moo, is pleased to announce 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 are inspired by the mission of The Big Moo - 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). Edited by marketing author Seth Godin, the book includes essays from 33 of the world's smartest business thinkers, including Malcolm Gladwell, Tom Peters, Robyn Waters, Alan Webber, Julie Anixter and Dean DeBiase, among others. 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. Examples cited include TiVo, FedEx and Dyson vacuum cleaners. Described as the antidote to the business world's slide toward boredom and mediocrity,

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, Chief Marketing Officer for the design and innovation agency, laga, to create an innovative guerrilla marketing platform for the book called Think Remarkable Through an interactive web site (<http://www.thinkremarkable.com/>), Think Remarkable invites readers to share their own remarkable stories, and to create a custom designed front cover and introduction to the book to use as a rallying cry with their employees, customers, partners and suppliers.

So far, all kinds of organizations are participating -- from household names like MSN and Disney, to smaller "fast movers" like laga, Iconculture, Group Systems and NCP Solutions.

"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 truly make this book their own," said Anixter. "The fact that we're also helping the authors raise money for three remarkable charities in the process, makes this project that much more gratifying for everyone involved."

"Through The Big Moo book launch, we want people -- especially those who are perpetuating what Tom Peters calls 'the sea of sameness,' to see that they have the power to make their mark through using design and innovation to 'remarkabalize' their products and services," said Anixter. "The Big Moo gives them a practical example of how you can leverage the power of visual storytelling to build brands, and package key messages."

"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."

COPYRIGHT 2006 PR Newswire Association LLC