



## LAUNCHES IN NORTH AMERICA

### ***Free-To-Join Website Delivers Back-To-School Deals And Social Good***

**CampusAuction: Bid For A Better World** ([www.campusauction.com](http://www.campusauction.com)) officially launches America's most unique auction website with live auctions starting Monday, August 27. CampusAuction's mission is to create the premiere consumer hub for new, brand-name products with a charitable component that empowers members to allocate revenue among great charity partners. In a nine-week 2011 trial, CampusAuction raised \$78,000 for participating charities.

CampusAuction has created a marketing platform that acknowledges the unique characteristics of Millennials, their relationship with technology, their tendency toward mutual and conspicuous decision-making, their view of businesses as forces for social good, their worldview, and their desire to make positive social change.

"Today's young adults want to make the world better and given the opportunity to do so, Millennials will take it," says Eyal Lichtmann, CampusAuction founder and CEO. "This is a generation that votes with their wallets, supporting businesses that care about the same things they care about. Businesses need to make inroads with young consumers through good corporate citizenship, and charities, more than ever, need support in these economic times. It's an absolutely perfect fit."

CampusAuction urges its members to *bid for a better world*. Major brand-name corporations demonstrate corporate social responsibility by donating new, premium products that young, conscientious consumers want. Members bid through CampusAuction's fun-to-use, easy-to-navigate, fully secure auction platform and 50 per cent of net profits (or 10 per cent of gross revenue, whichever is greater) are donated to organizations voted on by CampusAuction members themselves.

In 2011, CampusAuction's nine-week, back-to-school trial auction garnered over 1.7 million views, 2.9 million 'wanted' communications and a Twitter following of nearly 25,000 users. Past participating corporate partners included Toshiba, Starbucks, iSkin, EA Games, Cineplex,

Dominos Pizza, Mavi Jeans, and Staples. With this official launch, CampusAuction will focus on 12,600 North American post-secondary institutions with more than 25 million conscientious consumers and another 55 million 18 to 30 year olds off campus. This consumer demographic controls \$400 billion in annual spending in North America and CampusAuction makes it easy and fun to connect Millennials with businesses committed to social good.

CampusAuction: Free to join. Free to bid. Free to belong.

Website: [www.campusauction.com](http://www.campusauction.com)  
Twitter: [www.twitter.com/campusauction](http://www.twitter.com/campusauction)  
Facebook: [www.facebook.com/CampusAuction](http://www.facebook.com/CampusAuction)

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For additional information on CampusAuction and a complete media kit, please contact:

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## FAQ

### **What is CampusAuction: Bid For A Better World?**

CampusAuction is a for profit social enterprise bringing together conscientious Millennials with socially responsible companies in assisting national charities. CampusAuction is the socially conscious online auction delivering great deals on amazing brand-new products. At CampusAuction, you can engage your social network to do good by getting the latest and most popular products from socially conscious companies – and partial revenue goes to charities based on the votes of members.

### **How does CampusAuction work?**

Businesses that are committed to corporate social responsibility contribute great brand new products. We put them up for auction. Members bid on the items and 50% of net profits or 10% of gross revenues, whichever is greater, go to charity.

### **Does CampusAuction cost money to join or bid?**

Unlike other auction sites, CampusAuction is free to join, free to bid, free to belong.

### **How do Charities benefit?**

This is an opportunity for students to improve the societies they live in and make the world a better place.

CampusAuction benefits charities in both immediate and long-lasting ways.

50% of net profits or 10% of gross revenue – whichever is greater – go straight to amazing charities. Members vote for their favorite CampusAuction Charity Partner and funds are divided proportionally based on the results.

Successful bidders are given the option of donating part of their savings to a favorite charity.

Visitors to the site have the option of donating directly to any of our Charity Partners, they simply click the easily accessible donate button.

CampusAuction is also a way for proven national and international charities to get their stories in front of millions of people – building “brand” loyalty among the next generation.

### **Is CampusAuction only for students?**

Everyone is welcome at CampusAuction. Our auction items appeal to the student demographic, but you'll find something you like whether you are in college, university or the school of life.

### **Can I bid on a product if I am not a resident of the USA or Canada?**

Only members who are residents of Canada or the USA can bid.

### **What are CampusAuction's partiCApoints™?**

CampusAuction's rewards program partiCApoints™ allows you to earn rewards for a variety of interactions you have with the site. Your partiCApoints™ can be redeemed for entries into draws for great prizes. Previously we gave away a 55-inch 3D TV, a trip for two to Australia, an iPad 2 and many, many more prizes.

### **How do I earn partiCApoints™?**

You earn partiCApoints™ simply by joining, bidding, successfully referring friends, and a wide range of other ways that make CampusAuction fun and rewarding.