



seed media group.

Media Contacts:
Aaron Estrada
Seed Media Group
212.715.1568
estradaa@ruderfinn.com

Seed Media Group Makes \$100,000 Commitment to Science Literacy at Clinton Global Initiative

NEW YORK, September 28, 2007 – Adam Bly, founder and CEO of Seed Media Group, today announced a commitment to science literacy at the annual Clinton Global Initiative meeting, which brings together global leaders from different fields to address the world's most pressing problems. Seed Media Group is launching the Seed Media Group Science Literacy Grants, a commitment valued at \$100,000 through a combination of cash (matching contributions of funds raised on its online community site [ScienceBlogs](#)) and in-kind advertising (in its print magazine [Seed](#) and on ScienceBlogs).

Today, science affects every single person on the planet. Science is transforming our global culture and conversation unlike ever before, and is a powerful tool for addressing global problems, from climate change to poverty to global health. “Science literacy is a precondition for progress and development in the 21st century,” said Adam Bly. “This commitment will help support innovative efforts that further this mission.”

For more information on how to apply for a Seed Media Group Science Literacy Grant, please visit: www.seedmediagroup.com/literacy.

About Seed Media Group

Seed Media Group (www.seedmediagroup.com) is a leading science media company, with a portfolio spanning magazines, online and social media. What ties our products and services together is our passion for science and our advocacy of science literacy around the world. Seed Media Group is headquartered in New York City, and our team collaborates from bureaus in Los Angeles, Washington, DC, London, Munich, and Shanghai.

About the Clinton Global Initiative

President Clinton started the Clinton Global Initiative (CGI) in 2005. A non-partisan catalyst for action, CGI brings together a community of global leaders to devise and implement innovative solutions to some of the world's most pressing challenges. CGI consists of approximately 1,000 members from all over the world who commit to create or support projects within one or more of CGI's annual areas of focus. In 2007, the areas of focus are education, energy & climate change, global health, and poverty alleviation.

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