



seed media group.

Media Contact:

Ari Wallach

646.502.7071

wallach@seedmediagroup.com

SCIENCEBLOGS COMMUNITY DONATES OVER \$65,000 TO PROMOTE SCIENCE LITERACY VIA DONORSCHOOSE

NEW YORK (November 5) -- Seed Media Group today announced that the readers and bloggers of ScienceBlogs (scienceblogs.com), the largest online community dedicated to science, have raised \$69,335 to promote science literacy. The funds were collected over the month of October through a partnership with DonorsChoose and will be used to finance 160 projects in schools across the United States. The amount includes a \$15,000 matching gift from Seed Media Group, as part of a \$100,000 commitment to science literacy made at the Clinton Global Initiative in September.

"We are proud to collaborate with DonorsChoose for the second year," said Adam Bly, founder and CEO of Seed Media Group. "The total amount raised this year is more than double last year's – a testament to the growth and vitality of the ScienceBlogs community and the increased awareness of the need for widespread science literacy."

"I'm awestruck at the success of this drive. I knew already that ScienceBlogs bloggers and readers were strongly committed to the idea that improving math and science literacy would be a good thing, but it's heartening that so many of them have stepped up to do something to make this vision a reality for so many kids," said Janet Stemwedel, a blogger at ScienceBlogs who helped spearhead the drive. "Clearly, this isn't just the internet's largest conversation about science – it's the internet's largest community working to bring the next generation into that conversation."

About Seed Media Group

Seed Media Group 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. For more information: www.seedmediagroup.com.

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