Mashable Names PSGive.org “Most Promising New Company”

LAS VEGAS -- (BUSINESS WIRE) -- PSGive.org is pleased to announce that they were presented with the Mashable Award for “Most Promising New Company.” Their win was announced last night during the fourth annual Mashable Awards at a gala event kicking off the 2011 International CES® conference in Las Vegas, Nevada. “It was an honor simply to be nominated in the company of such great organizations as Quora, Instagram, Badgeville, and Getaround,” noted Sean Steinmarc, co-founder. The Mashable Awards recognize the year’s best of tech and the web, per votes by the Mashable community who cast more than 1.3 million votes in 25 categories. “The Mashable Community has really grown the Mashable Awards program over the past four years,” said Pete Cashmore, Founder & CEO of Mashable. “We are grateful to our readers who made this year’s program such a success.” PSGive.org was born of two lifelong friends, Paul Feldman and Sean Steinmarc, who had spent six years supporting non-profits dedicated to curing diabetes, a disease with which Feldman was diagnosed at age 25. While researching methods to increase support, they identified that the non-profit community’s limited resources made it difficult for many organizations, not just those focused on diabetes, to reach and engage a wider supporter base. From that revelation, Paul and Sean developed a solution to this problem: PSGive.org. PSGive.org was founded in May of 2009 and launched in October 2010, attracting donors with online “events.” Each event is assigned to a single charity, where supporters compete online to win prizes like luxury trips, electronics and more. Most recently, donors won an iPad for $4.49, a Kindle for $14.48 and a Flip Ultra HD for $16.53. Revenue from the events is generated by participation, allowing for these item discounts. Other benefits to the site include the following: PSGive.org is fun: Each charity is assigned an event, where supporters can compete online to win prizes like luxury trips, electronics and more. PSGive.org is affordable: There is never a membership fee for charities or supporters. Virtually everyone can afford to participate; tokens start at just $0.50 each. PSGive.org is social: Members earn free tokens by referring friends; the “Share Button” at the bottom of each charity page and its event pages helps broadcast the message on Facebook, Twitter, and elsewhere, further raising awareness. PSGive.org is accessible: The site is accessible via smart phones such as the iPhone, Blackberry and Android. “PSGive.org is engaging a myriad of new supporters to give small amounts rather than hunting that one lump sum from a wealthy philanthropist. This does a better job of raising awareness of the charities immediately, thus raising further revenue in the future,” Feldman explained. For more information, please visit PSGive.org

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