

December 3, 2010

## **Make a Website, Change a Life.**

NORMALLY they help entrepreneurs make a website. For Christmas, they will also try to help entrepreneurs get a loan, and thereby change their lives.

The idea behind Moogo.com, an online website builder, started because the founders knew how much trouble it was for starting entrepreneurs to build a website. A great idea, but a great idea doesn't turn into a business without some investments.

“When we started this company, we only needed a very small investment to get started,” says CEO Mikko Nurminen. “It wasn't hard for us to find an investor, but without it we could never have grown as we have now. We know how important it is for any kind of business to get a loan.”

Therefore, for Christmas, Moogo.com will try to help out entrepreneurs from other parts of the world by teaming up with KIVA.org. KIVA is the world's first personal micro-lending website, empowering individuals to lend to an entrepreneur in need across the globe.

For each new customer in December, Moogo.com will make a donation of \$25.00 to KIVA.org. The customer receives a KIVA gift voucher. With this gift voucher they can choose to which entrepreneur they will lend the money. In this way, Moogo will help two entrepreneurs at the same time. One will get a website. The other will get a loan.

Additionally, the company will also donate \$25 to KIVA for every 50 shares of this campaign on Twitter and for each 50 likes of the campaign's Facebook page.

By doing this, Moogo.com will try to help as many entrepreneurs in need as they can to give them an extra special Christmas.

### **About Moogo.com.**

Moogo is an online website builder, which is designed for users who have little or no prior experience in website design, HTML or computer programming.

The company was started in 2007, by two young entrepreneurs, fresh out of university. They had noticed that many companies still did not have a website because the technical threshold was too high. Working on this idea they developed an online software solution, which allows everyone to make and publish a website in just a few minutes.

Since then, hundreds of thousands of people have made a website with the service. Moogo has always tried to optimize it service towards small businesses, providing them with all the tools they need to have an effective online presence. The service has been awarded with multiple international awards, ranging from Best Business Idea to Best Software Solution.

<http://www.moogo.com/>

### **About KIVA.org**

Kiva.org is the world's first personal micro-lending website, empowering individuals to lend to an entrepreneur across the globe. Founded in 2005, Kiva.org's mission is to connect people, through lending, to alleviate poverty. Over 487,000 people have loaned more than \$172 million to 428,000 entrepreneurs in 54 countries. Kiva.org is headquartered in San Francisco.”

<http://www.kiva.org/>

PRESS RELEASE – IMMEDIATE RELEASE

**Practical Campaign Information**

**Website:** <http://www.moogo.com/changealife>

**Facebook:** <http://www.facebook.com/moogowebsites>

**Twitter:** <http://twitter.com/moogo> - @moogo

**Contact:** Helena Rebane – [helena@moogo.com](mailto:helena@moogo.com)

**Online press center:** <http://www.moogo.com/press> (for graphic materials)

If you share this news on Twitter, please use #moogokiva as the hash tag. If possible mention @moogo & @kiva.

We suggest the following Twitter message:

Make A Website, Change A Life <http://ow.ly/3jiQI> Retweet! Among each 50 RT @Moogo will raffle a \$25 @KIVA gift card

###