



## MTDN launches beta site at Clinton Global Initiative

New York, NY  
September 25, 2007

The Clinton Global Initiative Annual Meeting convenes a diverse group of approximately 1,000 world leaders and activists to examine today's most pressing global challenges and transform that awareness into tangible commitments to action. Participants include current and former heads of state, top business executives, preeminent scholars, and representatives of key non-governmental organizations working together for a common cause.

The event, held over three days at a Sheraton Hotel in New York, featured sessions to identify with solutions to specific world problems. Each participant was encouraged to make a commitment to produce high-impact results in their field making the world a better place. This year's themes were poverty alleviation, global health, education and energy and climate change.



Jessica Biel, her mother and father Kim and Jon Biel and Chris Wong accept the certificate of MTDN's Clinton Global Initiative Commitment to Action.

Built on the foundation to inspire change and deliver results, the Clinton Global Initiative (CGI) is at the forefront of uniting global leaders and organizations with solutions for empowerment and change to combat society's most pressing issues. As Make the Difference Network (MTDN) readies for launch, the organization made history by participating in the 3rd annual CGI Summit to present its commitment to connect non-profit organizations and potential donors through a unique online cause-oriented, social network.



## **Make The Difference Network** *Connect • Collaborate • Donate*

In an effort to "democratize giving," MTDN increases the visibility of thousands of non-profits and empowers a vast network to search, select and fund causes that touch them. Mirroring ideas expressed in President's Clinton's new book, Giving, MTDN is dedicated to helping organizations raise money for problems both "down the street and around the world."

For MTDN, this was the perfect platform to announce their commitment to giving social networking technology and powerful cause marketing tools for businesses to connect with non-profits. Or as President Clinton called it "My Space for non-profits."

"The amazing people we celebrate here today are proving without a doubt that one person can change the world," Clinton said. "I hope that by shining a spotlight on their achievements, others will be inspired to join their efforts or take further action to improve lives and build a stronger future."

The event was full of exciting interactive workshops, valuable interaction with key philanthropists from all over the world. On Clinton's personal request, co-founder Jessica Biel was honored to step in as MC of the Inaugural Clinton Global Citizen event.

Jon Biel, co-founder of MTDN summed up their participation in the event "It was an incredible environment to meet like-minded people and organizations where everyone is looking to connect and collaborate and make a bigger difference in the world."

### **About Make the Difference Network (MTDN)**

Make The Difference Network (MTDN) is a cause-oriented social network that connects nonprofit organizations with potential donors and increases awareness for small-to-medium nonprofit organizations.

Our Mission is to democratize giving by increasing the visibility of thousands of nonprofit organizations and empowering potential donors to search, select and fund these organizations' specific "wishes" and then to see the results of their giving.

[www.mtdn.com](http://www.mtdn.com)