



December 26, 2006

FOR IMMEDIATE RELEASE

Inquiries to nishat@rivetink.com

THE DARFUR WALL RAISES TEN THOUSAND DOLLARS IN ONE MONTH

Former Microsoft Employee Creates Striking Web Site

Unique Approach to Philanthropy Raises Money and Awareness

SEATTLE, Washington – Just 30 days since its inception, The Darfur Wall reached its first fundraising milestone of \$10,000. Over 650 donors from 20 countries have visited the striking Web site (www.darfurwall.org) and donated to support peace in Darfur, Sudan.

Since February, 2003, violence in Darfur has claimed 400,000 lives and displaced 2.5 million people. The mass media, the United Nations, and the United States Government have called the crisis genocide.

The Darfur Wall illustrates the magnitude of the tragedy. Four hundred thousand numbers cover the Wall, each representing a person killed in Darfur. By donating one dollar or more, visitors to the Web site can light a number, turning it from dark gray to brilliant white. One hundred percent of the proceeds benefit four Darfur relief organizations: Doctors Without Borders, Save Darfur, Save the Children, and the Sudan Aid Fund.

"I got interested in Darfur after talking to my dad," explained Jonah Burke, who recently left Microsoft and created The Darfur Wall. "He is a member of his local Darfur Action Group, and he's acquainted with Eric Reeves, a national authority on Darfur." Concerned that the media was giving Darfur minimal attention, Burke wondered how he could use the Internet to shine light on the crisis. He envisioned a simple yet powerful Web page listing 400,000 numbers and began to build the Wall.

On November 15, Peter Burchhardt of Shenzhen, China lit the Wall's first number. Thirty days later, the Hovendon Family of Hendersonville, North Carolina lit number 250, pushing the Wall over \$10,000. "The Wall's stark imagery, lack of overhead charges, and simple donation process have attracted people," said Burke. "I think together we can make a difference in Darfur."

For more information or to contribute, visit www.darfurwall.org.