MacHeist Raises $50,000 for Charity; $100,000 in Sight

In just over three days, MacHeist has raised $50,000 for eight high-profile international charities

BOSTON, Mass. — Dec. 14 (SEND2PRESS NEWSWIRE) — Touting this week as "The Week of the Independent Mac Developer," MacHeist (www.macheist.com) began selling a software bundle of some of the hottest apps for OS X on Monday in the hopes of increasing the profile of the Mac shareware development community as well as raising $100,000 for charity before the holiday season.

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Now, only halfway through the week, MacHeist is on pace to meet its fundraising goal.

"We're absolutely thrilled we've helped raise this much for charity. An opportunity like this is extremely rare, and we're glad MacHeist gave us an opportunity to take part in such a great cause," said Mac developer Dan Counsell, whose website creation application RapidWeaver is packaged in the bundle.

The bundle retails for $49 USD and includes such award-winning applications as Delicious Library and FotoMagico.

Because the $50,000 charity plateau was reached, all customers will now receive the popular RSS aggregator application NewsFire as part of the bundle. If $100,000 is raised before the end of the week, the award-winning text editor TextMate will be distributed to all customers.

MacHeist is donating 25% of each sale to one of eight participating charities, including United Way International, Direct Relief International, AIDS Research Alliance, PreventCancer.org, The Nature Conservancy, The World Wildlife Fund, The Hunger Project, and Save the Children.

The sale ends at 11:59 p.m. EST on Dec. 17.

More information: www.macheist.com

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