

MacHeist Pledges \$100,000 to Charity by Selling Award-Winning Mac Applications

BOSTON, Mass. – Dec. 15 (SEND2PRESS NEWSWIRE) – MacHeist LLC (www.macheist.com) will donate a minimum of \$100,000 to charity from sales of a software bundle featuring award-winning Mac OS X applications. Touting this week as “The Week of the Independent Mac Developer,” MacHeist 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.



Send2Press Newswire The bundle retails for \$49 USD and includes such best-of-class applications as media-cataloguer Delicious Library and RSS aggregator NewsFire. MacHeist is donating 25% of each sale to participating charities, which include The 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.

In just four days, MacHeist has raised over \$80,000 for the various causes.

Originally, MacHeist announced that if \$100,000 were raised before the end of the week, the award-winning text editor TextMate would be distributed to all customers. Today, however, MacHeist conceded that \$100,000 may not be reachable in time.

“Right now, it looks like the charity plateau may not be a realistic goal. So, we’ve decided that it benefits everyone involved here if we unlock TextMate now, and we’ll be donating anything extra necessary to guarantee a \$100,000 donation from the Mac community,” said event co-founder Phillip Ryu.

Therefore, MacHeist has decided to release licenses of TextMate to all customers. If customers are unable to drive donations past the \$100,000 mark, MacHeist has pledged to make up the difference.

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

More information: www.macheist.com.

Contact
MacHeist
Phillip Ryu
+1-203-300-1058

directorate @macheist.com

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