



## Revelation to Action<sup>sm</sup>

YOUR PLACE. YOUR IDEA. YOUR CHANGE.<sup>sm</sup>

### What is the competition?

- Green Mountain Coffee® and Ashoka's Changemakers are launching "Revelation to Action<sup>sm</sup>," an online competition to find and help fund innovative ideas to inspire community action in the Northeastern U.S.
- The competition takes place at [www.Changemakers.com/Revelation](http://www.Changemakers.com/Revelation), where community members are invited to nominate individuals and organizations with community solutions, discuss and share ideas and success stories, comment on proposals, enter the competition, and vote for finalists.
- Winners will be judged on innovation, social impact, and long-term sustainability. The best innovations will be awarded prizes totaling \$50,000.

### How does the competition work?

- There are four main phases in the competition:
  - **Entry Stage, February 10 - April 21, 2010:** Innovators either submit their ideas or nominate other innovators to Changemakers where anyone can participate in an online review discussion with the entrants. This stage closes at 5PM US EST on April 21, 2010. Early entries, received by **March 24th**, will be eligible to win a random prize drawing.
  - **Online Review and Judging, April 22 - June 9, 2010:** Online review and discussion continues. Simultaneously, a panel of expert judges and a team of Ashoka staff select the competition finalists.
  - **Voting, June 9 - June 30, 2010:** The Changemakers community votes online to select three competition winners from the field of finalists.
  - **Competition Winners Announced, Week of July 12, 2010:** The Changemakers competition winners – the three finalist individuals or organizations that receive the most votes - will each receive a cash prize of USD \$5,000. In addition, seven Changemakers state winners -- the best entry from each of the following states: Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, and New York – will each receive a cash prize of USD \$5,000.
- For complete rules and regulations of this competition, visit [www.Changemakers.com/Revelation](http://www.Changemakers.com/Revelation) and click on "Eligibility, Criteria and Prizes."

### How can I participate?

- Visit [www.Changemakers.com/Revelation](http://www.Changemakers.com/Revelation):
  - *Nominate* an individual or organization that you think is doing outstanding work to mobilize and strengthen communities across the Northeastern U.S.
  - *Enter* your solution to strengthen communities across the Northeastern U.S.
  - *Discuss* your ideas and success stories, and comment on your favorite solutions
  - *Share* news about this competition with your friends and follow our story on Facebook, Twitter, and other social networking sites
  - *Vote* for your favorite finalist.

### What kind of ideas are you looking for?

- We invite you to share your creative solutions for motivating local citizens to build a better community across New England and New York.

- For example, perhaps you have rallied a regional group to support a local food bank, led your community's effort to address its carbon footprint, established a program to incentivize recycling, or mobilized your community to do an annual river clean-up.

**About Green Mountain Coffee:**

- Founded in 1981 as a small café in Waitsfield, Vermont, Green Mountain Coffee Roasters, Inc. (GMCR) is recognized as a leader in the specialty coffee industry for its award-winning coffees, innovative brewing technology and socially responsible business practices. GMCR maintains two business units: the Specialty Coffee business unit, which includes the Green Mountain Coffee® brand, and the Keurig business unit, a pioneer and leading manufacturer of gourmet single-cup brewing systems.
- Green Mountain Coffee offers over 100 high quality coffees, including one of the largest selections of Fair Trade Certified™ organic coffees in the country.
- GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in Fair Trade Certified™ coffee and donating at least five percent of its pre-tax profit to social and environmental projects. Visit [www.GreenMountainCoffee.com](http://www.GreenMountainCoffee.com).

**About Changemakers:**

- Changemakers is an initiative of Ashoka, an organization with over three decades of finding, funding, and expanding the work of social entrepreneurs across the globe. It is a global online community of action that connects people to share ideas, inspire and mentor each other, and find and support the best ideas in social innovation. The Changemakers online community builds on this history and expands the Ashoka vision by creating an "Everyone a Changemaker" world through networking, relationship-building, and the sourcing of funding opportunities.
- Through its collaborative competitions and opensource process, Changemakers has created one of the world's most robust spaces for launching, refining, and scaling ideas for solving the world's most pressing social problems.

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