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BlueTree Marketing Enters the World's Largest Stage

AVENTURA, FL, April 16, 2007 - As the Internet has broken down barriers and opened unfathomable avenues of communication, it has also provided the nonprofit community with yet another venue to raise money. Today more than ever, nonprofits are taking their auctions to the Internet to bring further exposure to their organization and maximize their fundraising revenue.

Online auctions emerged during the early days of the Internet and the rise of the dot-com giant, eBay. However, it is only recently that nonprofits have utilized such an innovation for their fundraising success. eBay, the company that began as something like an online garage sale in 1995, has yet to perfect a software that specifically caters to the vast needs of the nonprofit community.

BlueTree Marketing emerged in 2006 as a service-based auction application geared toward enhancing nonprofit revenue by way of online auctions. The South Florida based firm has taken the traditional concept of auctions and fused that with the extensive network that the World-Wide- Web provides.

Once a cause for concern Technology has rapidly become a popular tool for the nonprofit community. Whether it is a sign of the times, or perhaps a progression of business atmosphere that has recently reached the nonprofit community, organizations are finding the rewards for hosting online auctions are undeniable. The Internet as a medium offers the most inclusive audience of support for an organization's fundraising efforts. Of particular importance to private schools who are often supported by alumni across the country, this is also of great significance to larger organizations that have scattered pockets of support.

Online fundraising auctions provide a unique service in that they bring the annual auctions of a nonprofit organization onto the largest stage in the world. Moreover, for nonprofit organizations it is most imperative to take advantage of new and creative opportunities. Without question, the Internet has brought about a new dynamic to the fundraising efforts of nonprofit organizations throughout the nation.

About BlueTree Marketing.

BlueTree Marketing is the cost effective leader in online auction fundraising, BlueTree Marketing has designed an online auction solution specifically designed to meet the fundraising needs of schools and nonprofit organizations. Our online auctions create opportunities to increase revenue and awareness by reaching out to new donors and opening up fundraisers to a wider audience.

For more information about BlueTree Marketing, including current and recently concluded auctions, visit www.bluetreemarketing.com.