

**Press Release- "Crowdfunding the first global lottery for sustainability"  
Monday 15th of February 2010**

A project to create the first online not-for-profit global lottery dedicated to sustainability was launched today. Targeting the global market of lottery players, [wintheplanet.com](http://wintheplanet.com) will use the profits from its business to finance projects that aim at changing the direction our planet is going in from the sustainability standpoint.

And make no mistake, this is not your usual greenwashing mumbo-jumbo. Starting from the very beginning, the concept relies heavily on the social side by using the combined power of people who believe in this project. Through an implementation of the innovative financing method called "crowdfunding", its founders hope to finance the startup expenses. Money will be raised via small contributions received from thousands of people.

"Yes, it will work" says 24 years old Alexandru Ragalie, who got the idea for [wintheplanet.com](http://wintheplanet.com) while attending a seminar on the drastic changes affecting our planet. "We are implementing a business model that most of the people just talk about these days. A business that is run in a sustainable way, involving all its stakeholders and with the objective of giving back to society. The age of corporations created for mindless profit-making and the constant hoarding of money must come to an end"

Using a model that is proven (lotteries are after all present in almost every country of the world), [wintheplanet.com](http://wintheplanet.com) will be focusing on the global segment of constant lottery players but also environmentalists and green supporters.

Tickets will be sold online and the draws will be done by a RNG (random number generator) that uses atmospheric noise to generate the winning numbers. Ironic as it may be, the planet will actually decide who the lucky winner is.



And talking about hitting it big, the fortune of the winner getting the huge jackpot will also make other people happy, namely the teams that will get funding for their life-changing projects. Every time a ticket will be bought, the person will be given the choice to vote for the project they would like to get funded. After each jackpot is won, the profits of the lottery will be split proportionately to the sustainability projects that got the highest number of votes.

"There are countless entrepreneurs and organizations out there creating and implementing projects that make all our lives more sustainable. They need funding, and in most of the cases it is very hard for them to invest time and energy into fundraising. Here is where we want to help. Through [wintheplanet.com](http://wintheplanet.com) they will be able to present their project to a huge audience and get a real chance to get the money and the exposure they need"

His idea is not new of course.

It is known that historically lotteries have been used primarily to finance social projects such as town walls and fortifications. Some historians even believe that lotteries helped the building of the Great Wall of China.

"We know this concept can have a big positive impact and we need your help to make it a reality" says Alexandru, who hopes to sell the first tickets for the lottery by the end of this year.

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[wintheplanet.com](http://wintheplanet.com) is the first online not-for-profit global lottery dedicated to sustainability. Check out our Youtube movie and connect with us on [Facebook](#), [Twitter](#) and the [blog](#).