THE WHITE HOUSE

Office of Communications

FOR IMMEDIATE RELEASE

June 4, 2013

**White House Highlights Crowdfunding Pioneer “Champions of Change”**

WASHINGTON, DC – On Tuesday, June 4th, the White House honors twelve people as Crowdfunding “Champions of Change.” This Champions event will focus on entrepreneurs who exemplify the promise of crowdfunding to fuel the growth of startups, small businesses, and innovative projects across the Nation. "Crowdfunding" means raising money in small increments from many individuals, typically using an Internet platform. Donation-based crowdfunding is already empowering many entrepreneurs, while investment-based crowdfunding platforms will soon be facilitated by the bipartisan Jumpstart Our Business Startups (JOBS) Act, which the President signed last year and the SEC will implement.

“The Champions of Change that the White House is honoring today are using crowdfunding to create jobs for our Nation’s veterans, accelerate the deployment of solar energy, revitalize our cities, and expand the frontiers of citizen science,” said Thomas Kalil, Deputy Director for Technology and Innovation for the White House Office of Science and Technology Policy.  “Crowdfunding is the 21st century equivalent of barn-raising.  We can use it to help our neighbors and fellow citizens start a business, enrich our culture, and apply grassroots creativity and imagination to challenges big and small.”

The Champions of Change program was created as an opportunity for the White house to feature groups of Americans – individuals, businesses and organizations – who are doing extraordinary things to empower and inspire members of their communities.

To watch this event live, visit [www.whitehouse.gov/live](http://www.whitehouse.gov/live) at 2:30 pm ET on June 4th.  To learn more about the White House Champions of Change program and nominate a Champion, visit [www.whitehouse.gov/champions](http://www.whitehouse.gov/champions).

**Chase Adam**

**San Francisco, CA**

Chase Adam leads vision at Watsi, a global crowdfunding platform for healthcare that enables anyone to directly fund low-cost, high-impact medical care for people in need. Watsi was launched on a bootstrapped budget of $3,500, and in its first eight months has processed over $275,000 in donations, funding medical care for more than 375 patients in 13 countries around the world.

**Aurora Anaya-Cerda**

**New York, NY**

Aurora Anaya-Cerda is the founder of La Casa Azul Bookstore, East Harlem’s only independent bookstore and the only bookstore in New York that features art and writing by Latino writers. Established in 2012 and funded in-part by a crowdfunding campaign on Indiegogo, La Casa Azul Bookstore has become a cultural hub in the city, providing programs, classes and readings, from local artists to nationally recognized writers and performers. Ms. Anaya-Cerda is also the founder of the East Harlem Children’s Book Festival—an event that connects authors, publishers, families and the community as a whole. Ms. Anaya-Cerda has worked as a dynamic and passionate supporter of cultural events in the East Harlem community and has been awarded the Juanita Centeno Leadership Award, the UCLA Women for Change Leadership Award, and the Casa Atabex Ache Women Warrior Award. Ms. Anaya-Cerda is a scholarship recipient of the New Start Fund, awarded to women entrepreneurs in New York City, and is a member of the Young Hispanic Leaders Program and the National Young Latino Leaders in the Arts Task Force.

**Michele Clark**

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Michele Clark has been the director of the Youth Employment Partnership (YEP)—a high performing job-training organization in Oakland, California, with consistently successful outcomes—for the last 24 years. An effective strategy of Michele’s is the creation of living classrooms; teens learn skills by building houses in the neighborhood, operating airport cafes, and renovating YEP’s facility. Most recently, Michele has partnered with Mosaic to bring solar energy to YEP, creating a new living classroom that provides solar education and exposure to hundreds of teens annually. Mosaic’s crowdfunding model provided the opportunity for YEP to engage the community in the production of clean energy and promote the green education of Oakland’s youth. Since the implementation of this successful pilot, Michele is excited about crowdfunding’s growing potential in community change.

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**Amy Kaherl**

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**Emily Núñez**

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Peter Platzer is a high-energy physicist, and co-founder and CEO of NanoSatisfi, a crowdfunded space exploration and education company. NanoSatisfi democratizes access to space exploration, images and data, making them accessible to everyday people. Peter passionately believes in the power of inspiring, hands-on education, especially in STEM (science, technology, engineering and math). NanoSatisfi’s first satellites, ArduSat-1 and -X, will launch this summer and provide hundreds of students with real access to a satellite to program, control, and use for their educational purposes. Together with many other important STEM initiatives across the country, Peter believes that the key to continued economic growth is innovation, driven by a young generation educated in the crucial fields of STEM, and inspired to move our country and the world forward.

**Andrea Seabrook**

**Cheverly, MD**

Andrea Seabrook is the host and founder of DecodeDC, a podcast and public radio show that eschews conventional Washington news coverage and instead gives its listeners a fresh, fiercely independent look at politics and governance. After more than a decade as a host and correspondent for NPR, Seabrook struck out on her own in August of 2012. Using the popular crowdfunding platform Kickstarter, Seabrook raised more than $100,000 in seed funds to start DecodeDC.

**Premal Shah**

**San Francisco, CA**

Premal Shah is the President and co-founder of Kiva.org and continues to pioneer the crowdfunding space as a force for social good and a catalyst for revitalizing local economies. His leadership at Kiva has helped to crowdfund microloans to more than one million small business entrepreneurs in 30 U.S. cities and 65 countries. With his defining drive and vision, Shah transformed a small experiment in “internet microlending” into one of Time Magazine’s Top 50 websites. Today, Kiva raises more than $2.5 million each week in crowdfunded loans from a global community of 940,000 people lending $25 at a time, and in total, more than $440 million in crowdfunded microloans have been made to budding small business entrepreneurs, with a 98% repayment rate. Shah was instrumental in crafting both the compelling mission and sustainable model that make this possible.

**Eric Stackpole**

**Berkeley, CA**

Eric Stackpole is co-founder of OpenROV, Inc., and creator of the OpenROV submarine, an open source, low cost "Remotely Operated Vehicle" (or ROV) underwater robot that can be piloted from the surface and stream live video to its operator.  The intention of OpenROV is to democratize underwater exploration by making tools capable of exploring the deep available to anyone. After a very successful initial release of OpenROV kits through the crowdfunding website Kickstarter, OpenROV has grown into a business that distributes kits for the OpenROV submarine to researchers, educators, technology enthusiasts, and explorersacross the globe. Stackpole has worked on numerous other projects that utilize telerobotics as a means for exploration, including piloting ROV submarines under the Ross Sea in Antarctica and developing low-cost spacecraft used to carry out scientific missions in low earth orbit.

**Noha Waibsnaider**

**Brooklyn, NY**

Noha Waibsnaider is Founder & CEO of Peeled Snacks: organic fruit snacks with no added sugar or preservatives.  They are sold in Whole Foods, Hudson News, Starbucks, and Amazon, and have been mentioned in Oprah’s O List and received a “Best Food” award from Health Magazine. Noha launched Peeled Snacks in 2004 to help people feel good about snacking with real food. The company was ranked on Inc. 5000’s List of America’s Fastest Growing Companies and Women Presidents Organization’s “50 Fastest Growing Women Led Companies.” To support the company’s recent growth, Noha raised financing for Peeled Snacks via crowdfunding on CircleUp. In 2007, Noha founded the NY Foodie Companies group to promote sustainable local food businesses.

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To watch this event live, visit [www.whitehouse.gov/live](http://www.whitehouse.gov/live) at 2:30 pm ET on June 4th.  To learn more about the White House Champions of Change program and nominate a Champion, visit [www.whitehouse.gov/champions](http://www.whitehouse.gov/champions).

**Andrea Seabrook**

**Cheverly, MD**

Andrea Seabrook is the host and founder of DecodeDC, a podcast and public radio show that eschews conventional Washington news coverage and instead gives its listeners a fresh, fiercely independent look at politics and governance. After more than a decade as a host and correspondent for NPR, Seabrook struck out on her own in August of 2012. Using the popular crowdfunding platform Kickstarter, Seabrook raised more than $100,000 in seed funds to start DecodeDC.

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CA IMPACT:

THE WHITE HOUSE

Office of Communications

FOR IMMEDIATE RELEASE

June 4, 2013

**White House Highlights Premal Shah as a Crowdfunding “Champion of Change”**

WASHINGTON, DC – On Tuesday, June 4th, the White House honors Premal Shah as one of twelve people who are Crowdfunding “Champions of Change.” This Champions event will focus on entrepreneurs who exemplify the promise of crowdfunding to fuel the growth of startups, small businesses, and innovative projects across the Nation. "Crowdfunding" means raising money in small increments from many individuals, typically using an Internet platform. Donation-based crowdfunding is already empowering many entrepreneurs, while investment-based crowdfunding platforms will soon be facilitated by the bipartisan Jumpstart Our Business Startups (JOBS) Act, which the President signed last year and the SEC will implement.

“The Champions of Change that the White House is honoring today are using crowdfunding to create jobs for our Nation’s veterans, accelerate the deployment of solar energy, revitalize our cities, and expand the frontiers of citizen science,” said Thomas Kalil, Deputy Director for Technology and Innovation for the White House Office of Science and Technology Policy.  “Crowdfunding is the 21st century equivalent of barn-raising.  We can use it to help our neighbors and fellow citizens start a business, enrich our culture, and apply grassroots creativity and imagination to challenges big and small.”

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**Premal Shah**

**San Francisco, CA**

Premal Shah is the President and co-founder of Kiva.org and continues to pioneer the crowdfunding space as a force for social good and a catalyst for revitalizing local economies. His leadership at Kiva has helped to crowdfund microloans to more than one million small business entrepreneurs in 30 U.S. cities and 65 countries. With his defining drive and vision, Shah transformed a small experiment in “internet microlending” into one of Time Magazine’s Top 50 websites. Today, Kiva raises more than $2.5 million each week in crowdfunded loans from a global community of 940,000 people lending $25 at a time, and in total, more than $440 million in crowdfunded microloans have been made to budding small business entrepreneurs, with a 98% repayment rate. Shah was instrumental in crafting both the compelling mission and sustainable model that make this possible.

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CA IMPACT:

THE WHITE HOUSE

Office of Communications

FOR IMMEDIATE RELEASE

June 4, 2013

**White House Highlights Eric Stackpole as a Crowdfunding “Champion of Change”**

WASHINGTON, DC – On Tuesday, June 4th, the White House honors Eric Stackpole as one of twelve people who are Crowdfunding “Champions of Change.” This Champions event will focus on entrepreneurs who exemplify the promise of crowdfunding to fuel the growth of startups, small businesses, and innovative projects across the Nation. "Crowdfunding" means raising money in small increments from many individuals, typically using an Internet platform. Donation-based crowdfunding is already empowering many entrepreneurs, while investment-based crowdfunding platforms will soon be facilitated by the bipartisan Jumpstart Our Business Startups (JOBS) Act, which the President signed last year and the SEC will implement.

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**Eric Stackpole**

**Berkeley, CA**

Eric Stackpole is co-founder of OpenROV, Inc., and creator of the OpenROV submarine, an open source, low cost "Remotely Operated Vehicle" (or ROV) underwater robot that can be piloted from the surface and stream live video to its operator.  The intention of OpenROV is to democratize underwater exploration by making tools capable of exploring the deep available to anyone. After a very successful initial release of OpenROV kits through the crowdfunding website Kickstarter, OpenROV has grown into a business that distributes kits for the OpenROV submarine to researchers, educators, technology enthusiasts, and explorersacross the globe. Stackpole has worked on numerous other projects that utilize telerobotics as a means for exploration, including piloting ROV submarines under the Ross Sea in Antarctica and developing low-cost spacecraft used to carry out scientific missions in low earth orbit.

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NY IMPACT:

THE WHITE HOUSE

Office of Communications

FOR IMMEDIATE RELEASE

June 4, 2013

**White House Highlights Noha Waibsnaider as a Crowdfunding “Champion of Change”**

WASHINGTON, DC – On Tuesday, June 4th, the White House honors Noha Waibsnaider as one of twelve people who are Crowdfunding “Champions of Change.” This Champions event will focus on entrepreneurs who exemplify the promise of crowdfunding to fuel the growth of startups, small businesses, and innovative projects across the Nation. "Crowdfunding" means raising money in small increments from many individuals, typically using an Internet platform. Donation-based crowdfunding is already empowering many entrepreneurs, while investment-based crowdfunding platforms will soon be facilitated by the bipartisan Jumpstart Our Business Startups (JOBS) Act, which the President signed last year and the SEC will implement.

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**Noha Waibsnaider**

**Brooklyn, NY**

Noha Waibsnaider is Founder & CEO of Peeled Snacks: organic fruit snacks with no added sugar or preservatives.  They are sold in Whole Foods, Hudson News, Starbucks, and Amazon, and have been mentioned in Oprah’s O List and received a “Best Food” award from Health Magazine. Noha launched Peeled Snacks in 2004 to help people feel good about snacking with real food. The company was ranked on Inc. 5000’s List of America’s Fastest Growing Companies and Women Presidents Organization’s “50 Fastest Growing Women Led Companies.” To support the company’s recent growth, Noha raised financing for Peeled Snacks via crowdfunding on CircleUp. In 2007, Noha founded the NY Foodie Companies group to promote sustainable local food businesses.

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