Pittsburgh Area Resident Wins $15,000 In Online Sweepstakes

A resident of metropolitan Pittsburgh has been selected as the Grand Prize winner of the Jump Start '09 national online sweepstakes sponsored by ActiveAmericans.com (AAC).

Hudson, OH (PRWEB) December 18, 2008 -- A resident of metropolitan Pittsburgh, has been selected as the Grand Prize winner of the Jump Start '09 national online sweepstakes sponsored by ActiveAmericans.com (AAC). The winner will be announced and rewarded at Panera Bread, 4901 William Penn Highway, Murrysville, on Friday, December 19, at 1:00 PM. Grand prize is a check for $15,000.

The public is welcome to attend. The first 100 attendees will receive Free Panera Gift Cards from AAC.

The check will be presented by Scott Haycraft, Founder/CEO of ActiveAmericans.com. Haycraft said in announcing the winner, "We are tremendously excited to make this announcement. Since our launch in January, we have given almost $100,000 to our members. Some of that has been in large rewards, such as this check and the brand new Chevy Cobalt we awarded in early October. Most has been in small rewards such as gift cards like we're giving away at Panera on Friday.

"Our goal as a business is to encourage membership growth by rewarding them for participating on the site and enjoying our content. Rather than spend tens of thousands of dollars on buying media and hoping to attract visitors, we prefer to build our reputation through our membership. So far, this has worked beyond all expectations in our business plan.

"One outgrowth of the site's growth and membership participation is the formation of clubs. Today also represents the inaugural meeting of our Pittsburgh Club. To celebrate that, we are making additional donations to one of our targeted national non-profit organizations, Meals on Wheels."

The sweepstakes was launched in October with a goal of reaching 50,000,000 hits to the website before going through the selection process of announcing the Grand Prize and First Place winners.

Three First Place winners have also been selected. Each will receive checks for $350.

ActiveAmericans.com, headquarted in Hudson, OH, is a lifestyle website appealing to adults 50 and over. Since its launch in January, 2008, it has grown rapidly to an average of 1,000,000 hits daily. It has become a trusted source of information on critical issues facing Active Americans, including personal finances, medical developments and insurance.

AAC does not accept money from any connected with these industries, nor does it sell or rent its membership list to anyone for any reason.

Haycraft explained, "Our members earn points for visiting and participating. Points are exchanged for cash and other rewards. Since January, we have distributed almost $100,000 back to members through our rewards program and donations."

"This is unheard of from most small companies, much less a start-up less than a year old. "We see other organizations preying on the 50+ population. We do the exact opposite: we invest in them. Our membership is free. Our promises to them are inviolate."
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