

**FOR RELEASE ON:**

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**Hollywood Unveils Armchair Revolutionary™ Website Allowing Individuals to Support Science and Technology Innovations through Social Gaming Platform**

**New Site Offers Crowd-sourced Social Activism, including Strategic Actions and 99-cent Contributions for Funding World-changing Social Projects**

**LOS ANGELES, Calif. – Apr. 6, 2010** – Armchair Revolutionary (ArmRev.Org) today launched the world's first website that combines social gaming and social activism for supporting innovative science and technology projects (<http://www.armrev.org>). The site is also the first to offer the public the opportunity to help micro-finance for-profit social ventures through its integration with leading virtual economy platform Live Gamer.

One key feature is dramatically reduced transaction costs, which until now have been cost prohibitive to micro-financing. For the same cost of downloading a tune on other sites, visitors can support pioneering technology research projects.

ArmRev.Org will be the platform for funding games-for-change, serious games, and alternative reality game projects developed by the Play4Change Lab – a collaboration between The Hollywood Hill, the largest social change membership organization in the entertainment industry, and USC's Game Institute. The site will also be the platform for funding documentary film projects developed by The Hollywood Hill.

ArmRev.org's virtual merchandise gallery enables users to purchase digital artwork for personalization of their public profile pages. The artwork - themed around science, technology, the future, and social change - is created by a worldwide community of professional illustrators, photographers, and animators exclusively for Armchair Revolutionary.

**About the Projects**

The site is launching with three ground-breaking projects. "Make Waves" is a video game incorporating sensors, simulation, and augmented reality for a social activism tool that aids ocean sustainability. "Hack Your Body" equips users for the fast-approaching Genomics Revolution, supporting the Personal Genome Project (led by Harvard Professor George Church), development of software for DNA analysis, and a commercial documentary film. "End of Darkness" brings users together to support three of the world's leading energy and micro-financing organizations (E+Co, Grameen Foundation, Selco India) in launching the first publicly financed international clean energy company selling and servicing low-cost solar power kits to the world's poor. The organization invites the world's innovators to submit their projects for review.

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**About Armchair Revolutionary**

Armchair Revolutionary is a social gaming website that enables the public to support worldchanging science and technology projects. Armchair Revolutionary is a trademark of Armchair Revolutionary LLC. Armchair Revolutionary is a not-for-profit California LLC, wholly-owned by Social Change Innovators, a California 501(c)(3).

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