

Press Release – October 23, 2008
By Lianne Stokes, liannestokes@gmail.com

Grassroots online fundraising campaign against Proposition 8 by eight lesbian bloggers shatters goal less than midway through the campaign

Three days ago, eight lesbian bloggers set out to raise \$8,000 in eight days to help defeat Proposition 8, the ballot initiative that seeks to eliminate the right of same-sex couples to marry in the State of California.

What happened next exceeded their expectations.

Donations started rolling in by the thousands of dollars per day. Less than three full days into the campaign, the eight bloggers against Prop 8 reached their initial goal of \$8,000. "I am still in shock at how quickly and effectively the community responded to the 8 Against 8 campaign," said Renee Gannon of <http://www.lesbiatopia.com>. "The money donated and the excitement generated in three short days have far surpassed what I ever could have imagined that we would accomplish in eight days, never mind three."

The eight bloggers intend to continue raising money for No on Prop 8 through the "8 Against 8" campaign, expressing the urgency of fighting Proposition 8. "We're going to keep '8 Against 8' going for the full eight days," said Grace Chu of <http://www.gracethespot.com> and <http://www.afterellen.com>. "Equality California's No on Prop 8 campaign needs every cent they can get to defeat this atrocious ballot initiative," she continued. "We cannot afford to lose our momentum in this crucial time leading up to the election. We've smashed our goal of \$8,000. Now let's keep the donations coming in to smash Proposition 8."

Dorothy Snarker of <http://dorothysurrenders.blogspot.com> and <http://www.afterellen.com> echoed Chu's sentiments. "Reaching our goal in three days is amazing and a testament to the generosity and passion of all of our readers," said Snarker. "But just because we reached \$8,000 doesn't mean we should stop pushing for more. Polls show the 'Yes' and 'No' votes are almost dead-even. We can't let intolerance win because we couldn't afford to fight hatred head-on."

The 8 Against 8 fundraising effort continues through October 27th. Donations can be made at the following URL: <http://www.8against8.com>. 100% of all donations made through "8 Against 8" goes directly to Equality California's No on Prop 8 campaign.