

In 3.5 days Chapter One has raised \$461,845 of the \$1.2million target and sold 10,462 books at an average of two sales per minute

Chapter One is selling at a rate second only to the Harry Potter books in bookstores and is currently the number one best seller in Watermark

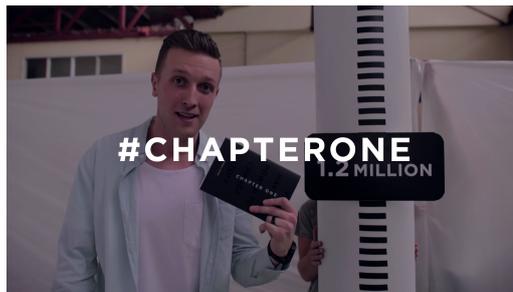
On Tuesday 1 February, Thankyou's Chapter One crowd-funding campaign reached \$461,845 Daniel Flynn, the Thankyou team and volunteers from around Australia have been packing books purchased at a 'pay what you want' price in a warehouse in Essendon Fields, and won't stop until the crowd-funding campaign reaches \$1.2 million to fund a Thankyou baby care and nappy range and Thankyou New Zealand.

Here's a recap:

On Friday 26 February, social enterprise [Thankyou](#) launched **Chapter One**, a book penned by its 28-year-old co-founder and Managing Director Daniel Flynn, at a 'pay what you want' price with 100 per cent of the profits to be invested into scaling the business.

When customers purchase the book that tells the raw and real start-up story of Thankyou at their own determined price, they instantly invest in a crowd-funding campaign to fight global poverty. The campaign has two targets: A Thankyou baby care range which requires \$600,000 of funding and Thankyou New Zealand which requires an additional \$600,000.

To watch the Chapter One campaign video, [click here](#).



About Thankyou Baby: The Thankyou baby care and nappy range will fund maternal and infant health programs in Nepal and Tanzania. Through the funding Thankyou hopes to reduce preventable maternal mortality and under-five mortality in developing nations, increase access to antenatal and postnatal care and equip and empower communities with health knowledge and skills.

About Thankyou NZ: Thankyou's launch into New Zealand will involve the creation of local products, local team members and local charity partners that Thankyou will work with to make a local and global impact.

The third target? It's a secret. It will be announced once the first two targets have been hit.

Chapter One is available for purchase at a 'pay what you want' price online at [www.thankyou.co](#) and all Relay, Newslink and Watermark bookstores.

For more information, or to arrange an interview with Daniel Flynn, contact Melissa Morris on 0401 182 281 or melissa.m@thankyou.co or Sarah Prescott on 0406 644 783 or sarah.p@thankyou.co.