

Thankyou launches 'pay what you want' book to fight global poverty

Tonight, at Change The Game: A Thankyou Gala, hosted by David Koch and Ash London, 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 crowdfunding targets are: a Thankyou baby care and nappy range to fund maternal and infant health programs which requires \$600,000 of funding and Thankyou's leap overseas into New Zealand which requires an additional \$600,000.

From tomorrow, Saturday 27 February, Daniel and the Thankyou team will be packing and sending books from a dispatch warehouse in Essendon Fields until \$1.2 million is raised to reach the first two targets. Members of the public are invited to volunteer and pack with the Thankyou team, and a live feed of the warehouse will be broadcasted on Thankyou's website.

'Thankyou exists to empower people to end global poverty through the sale of consumer products. We have no shareholders and we give 100 per cent of the profits from our water, food and body care products to fund our projects around the globe. We're proud of the sustainable business model we've built over time but it does make scaling up pretty challenging. This book is the solution to that. Chapter One gives people the power to fund the future of Thankyou, and just as with our products, 100 per cent of the profit from this book will help fund our future with the aim to eradicate global poverty,' said Daniel.

'I know it sounds a little crazy to be growing an organisation from funds generated by the sale of a book, because traditionally books don't make a whole lot of money. But at Thankyou we don't usually do things traditionally,' said Daniel.

Chapter One, which is published in a landscape format, and reads top to bottom instead of left to right, is Daniel's personal account of the Thankyou story.

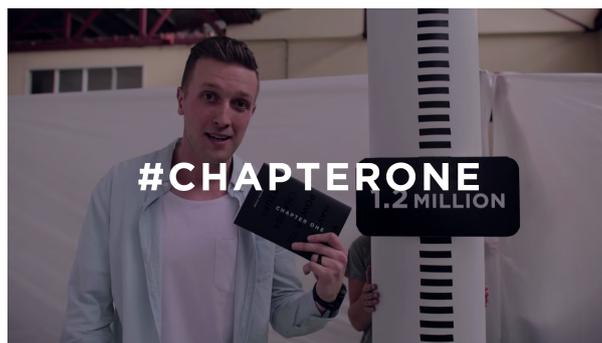
'There's an unsaid rule that you're only meant to write a book when you've 'made it', and we're a long way off from that, but my aim with Chapter One is to inspire people with our story – full of set backs, challenges and also the successes – and encourage them to make their dreams a reality. I'll keep writing our journey as we go... my hope is that there'll be many more books, or 'chapters', to come,' said Daniel.

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.

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.

To watch the Chapter One campaign video visit www.youtube.com/thankyouaus



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

For all media materials including a company backgrounder and images, please visit www.thankyou.co/newsroom