



## **Freefroot, a Modern Giveaway Website Where Carefully Curated Giveaways Create Awareness of Well Designed, Sustainable and Progressive Alternatives in the Marketplace**

*The newly minted giveaway site is dedicated to showcasing brands that promote themselves by giving away their products for free.*

New York, NY, April 03, 2008 --(PR.com)-- Freefroot is a unique and modern giveaway concept; a website developed to assist emerging and existing businesses market their brand and products.

The carefully curated giveaways focus on creating awareness of well designed, sustainable and progressive alternatives in the marketplace. Freefroot empowers local and global merchants with an online tool to promote their business. Merchants can simply upload their giveaway image, date and time, a short description and a weblink - and Freefroot will list it.

Freefroot's idiosyncratic countdown keeps vital giveaway details hidden until the last second, making each giveaway customizable and pregnant with possibilities. Like a neighborhood game, Freefroot encourages a playful use of public and virtual space, where users eyes, hearts and minds engage with brands to discover and sample products.

All fun, free and on the fly - like a giveaway should be.

Subscribers receive SMS text and email alerts so there's no excuse to miss a giveaway.

As the name implies, Freefroot is free to use and free to subscribe to, and companies posting their giveaways make only a discretionary donation that is used to verify their legitimacy. 100% of these fees are conveyed to Kiva and their micro-loan program assisting enterprises in developing countries.

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