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TECHNICALLY MEDIA BEGINS PUBLISHING GENEROCITY.ORG FOLLOWING AGREEMENT WITH GENEROCITY COMMUNITY ALLIANCE

The publisher of Technical.ly will immediately begin publishing the Philadelphia-focused nonprofit and impact-giving news site, with a formal re-launch expected in early 2016

Philadelphia, PA (Sept. 28, 2015) -- **Technically Media Inc.**, the online journalism and events organization best known as publisher of local tech news network Technical.ly, announced today it will begin publishing **Generocity.org**, the local news site for social impact information and solutions in Greater Philadelphia.

Generocity Community Alliance (GCA), the nonprofit that was previously publishing Generocity.org, is licensing the site to and making a program-related investment in Technically Media, supporting the transition and efforts to develop a long term sustainability strategy for the five-year-old social impact news site.

GCA selected Technically Media because of the organization's experience in growing local communities with journalism, events and services.

"We think we've done something important by bringing the neighborhood newspaper model online, while finding ways to provide value to the communities we make better," said **Christopher Wink**, a cofounder of Technically Media and its Editorial Director. "We're doing that in five markets with Technical.ly and want to see the same success for Generocity.org in Philadelphia."

Technically Media will build upon the audience Generocity.org already has with the goals of developing revenue and marketing strategies to support the ongoing mission, capitalizing on shared resources, re-tooling the site's editorial focus and expanding readership.

"An integral part of the mission of Generocity has always been to promote forward progress and efficiencies within the social impact community," said **Sandra Baldino**, founder of Generocity.org and GCA board chair. "This transition is a natural fit for us. The missions of Technical.ly and Generocity.org are highly aligned, and combining resources and collaborating with like-minded organizations to create the best possible solutions for Philadelphia is something we have always championed. We see the future of Philadelphia as a leader of social innovation and enterprise, and believe that this a big step in growing that culture."

Technically Media will begin publishing Generocity.org immediately through the GCA program-related investment. In early 2016, Technically Media will re-launch Generocity.org, updated to reflect the goals for this important social impact new site.

About Generocity Community Alliance

Generocity Community Alliance is a Pennsylvania nonprofit organization that serves as a platform for social impact in Greater Philadelphia. Its mission is to strengthen the region's position as a leader in social innovation and collaboration. Through critical, analytical and compelling content and resources, it is an online



news source for engagement and positive change as well as a nexus for relationships that are essential for a healthy, thriving community.

About Technically Media

Technically Media Inc. is a publishing strategy firm that specializes in news, events and the use of editorial to convene community. Founded in February 2009 and headquartered in Philadelphia, the company is best known as the publisher of Technical.ly, a network of local technology news sites and events that operates in Brooklyn, Washington D.C., Baltimore, Delaware and Philadelphia, its flagship. Technical.ly organizes events like Philly Tech Week, Baltimore Innovation Week, Delaware Innovation Week and the NET/WORK tech jobs fair series.