

**Contact: Thor Schrock**

Schrock Innovations, Inc.

Phone (402)212-5393

Fax (866) 780-4091

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# Press Release

## **Schrock Needs Help to Donate \$25,000 to Charity**

### Local Charities Stand to Benefit from First Web-Based Reality Show

**Lincoln, NE – June 1, 2007:** Local businessman Thor Schrock needs your vote to win \$25,000 for local charities in and around Lincoln, NE.

Schrock has auditioned for a seat on the Next Internet Millionaire competition ([www.nextinternetmillionaire.com/top50.php](http://www.nextinternetmillionaire.com/top50.php)). The first-of-its kind show will pit 12 Internet marketers against each other in a 2-week competition for a chance to win \$25,000.

Out of the 180 applicants, Schrock is currently ranked 6<sup>th</sup>. If Schrock is able to secure the votes he needs to earn a seat on the program, he would travel to Colorado for the filming of the competition.

Schrock asked readers of his blog at [www.thorschrock.com](http://www.thorschrock.com) for suggestions on local charities that would be able to use the funds to make a real difference in the local community. From the suggestions, Schrock selected the Lincoln Crisis Pregnancy Center, Lincoln's Lighthouse, and the Bryan LGH Foundation as recipients for the potential prize money.

The field of contestants will be narrowed from nearly 200 to twelve in two cuts. The first cut will reduce the field to the top 50 contestants, and the second cut will drop that number to the 12 individuals who will appear on the show. The deadline for voting in the first round cut is June 6<sup>th</sup>.

For appearances and interview requests, contact Thor Schrock at 402-212-5393. Votes can be cast on the contest's website at <http://www.nextinternetmillionaire.com/show.php?id=1249>. Votes are based on a 1-10 scale, with votes of '10' giving Schrock the best chance of winning the money for the charities.

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