

## **MAD Marketing Free Webinars Bring Business Building Blocks To All**

*JointWinWin.com, a free cause related marketing business directory is launching the inaugural Make A Difference Marketers free webinar and interview series starting on July 1st 2009. A wide array of business experts in differing fields have been assembled to provide valuable information to JointWinWin member businesses (free to join) so they can grow and in turn give more back to good causes.*

*<http://JointWinWin.com/MADMarketing/July09/Free-Webinars.php>*

June 26, 2009 (FPRC) --

The MAD Marketing Sessions are a series of free webinars covering many aspects of business building and business growth for entrepreneurs is starting on the 1st July 2009.

The webinar series is entitled "MAD Marketing" which stands for Make A Difference Marketing.

All participant speakers believe in the principle of cause related marketing/strategic philanthropy and want to help fellow business owners and entrepreneurs to increase their business revenues so they in turn can afford to give more to good causes.

The lineup for the event is as follows:

- \* Willie Crawford
- \* Kim Dushinski
- \* Shel Horowitz
- \* Bob Jenkins
- \* Maggie Keenan
- \* Lon Naylor
- \* Allison Nazarian
- \* David Preston
- \* Kevin Riley
- \* Dr Mani Sivasubramanian
- \* Felicia Slattery
- \* Scott Tousignant

"I'm delighted and honoured to have so many marketers taking part in this inaugural MAD Marketing series of free webinars.

This marketing event marks the official launch of the JointWinWin business directory and trusted web seal and I look forward to interviewing other MAD marketers in the future.

These marketers have made a commitment to help fellow business owners. The information may be accessible to all who become JointWinWin members for free but the value contained within should never be underestimated." said Tom O'Brien, JointWinWin co-founder.

Further MAD Marketing events are expected in the future building on the success laid down by the first MAD Marketing Sessions series.

Although not a charity itself, the message and meaning of strategic philanthropy behind JointWinWin is clear: Business giving back is good for business.

**Contact Information**

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