



*****MEDIA ALERT***MEDIA ALERT***MEDIA ALERT*****

**** I scream, DC screams, we all want free ice cream! ****

Ice Cream Independence: WEbook Offers Free Gifford's Cones to Celebrate the 4th

WHAT: Free Ice Cream Cones!

WEbook celebrates Independence Day with Free Cone Day at Gifford's Ice Cream located two blocks from the national mall and the unbeatable July 4th Fireworks. Avid writers and/or ice cream eaters can pop in before the fireworks and submit a short "WElib," and just a few nouns and adjectives will earn a free cone of a brand new flavor, "All Nighter," created by the WEbook community. Participants can also enter to win a free Amazon Kindle.

WEbook held an Independence Day Flavor Contest and asked the WEbook community to create their own hilarious, delicious, delirious idea for a new ice cream flavor that captures the essence of what it means to be a writer. After weeks of deliberation, the WEbook community voted on "All Nighter", which is high-powered recipe consisting of coffee ice cream with chocolate covered espresso beans. Gifford's made that special flavor come to life for the 4th for everyone to enjoy.

Come out, liberate yourself from traditional publishing and declare your independence with WEbook!

WHERE: Gifford's Ice Cream, Washington, DC, at E Street & 10th

WHEN: Friday, July 4th, 2008, 2pm-6pm

MORE:

Bethesda-based WEbook.com is hoping to do for publishing what Linux did for software, what American Idol did for music, and what Wikipedia did for information. WEbook will lead the convergence between the Internet and publishing by creating a new category: Community-Sourced Books. WEbook was founded by Itai Kohavi and is backed by Greylock Partners Israel. The first WEbook, "Pandora," was published in April 2008.

For more information or to schedule an interview with WEbook, please contact:

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