



“The Art of Peace is to fulfill that which is lacking” Morihei Ueshiba, The Art of Peace*

The UK Million Campaign Homepage was set up in August 2006 by Matthew Edwards of **Solidarity UK** and **Small Fish Online**. We are now proud to launch our new Million Campaign Homepage in the US.

The inspiration for our site is the phenomenal success of Alex Tew’s **Million Dollar Homepage****. This site is the blueprint for a way of organising internet links that is likely to one day become entirely standard – **the cyber-mosaic**.

With the UK MCH, we are giving away **1 million** pixels for **FREE** to **1,600** groups and individuals involved in furthering peace, liberty, democracy, environmental prosperity, education, health, bread and water, an open and borderless society, a co-operative commonwealth and the principle of 'less is more'.

They each receive a **25 x 25** pixel block which links to their website.

For the US MCH(s), we are planning to operate **one MCH per state**. It will contain **1,000,000** pixels but the scope for **each** state will be smaller, with **400** organisations each receiving a **50 x 50** pixel block for **FREE**.

Mr. Tew was refreshingly honest in asserting that his motivation was to make money to help him avoid debts as a student. For us, we realised the brilliance of the cyber-mosaic format but felt that the world is already awash with enough corporate and commercial advertising. The invention of the internet, also, is at a crossroads. It is possible that it will become merely a glorified global shopping mall or be increasingly controlled by authoritarian forces. Maintaining the libertarian potential of the internet will be a great battle over the next few years. It is a useful tool and, like the printing press, has historically important reformatory potential.

The potential of the cyber-mosaic is enormous. Changes happen through synergy, and interconnected networks are greater than the sum of their parts. Our aim with the Million Campaign Homepage is to provide a space that is useful to the organisations involved, as a way of building bridges with others and increasing internet traffic, and to reach internet users looking for inspiration and information in a world all too dominated by cynicism and alienation.

The guiding principle is very much that of 'one no and many yes's'***. It is all too easy to decry the war, tyranny, abuses and injustices of the world, but another proposition entirely to put better ways of living in their place. We can, will and must do it together, and it is our creativity that will prevail.

In many ways our planet is in a state of crisis. We must make sure the diseases we have caused through our actions are not terminal. Just as a million pairs of feet in concert make a powerful protest, so a million pixels in concert make a powerful glimpse of a better, more harmonious, more environmentally balanced and socially just world.

What kind of organisations are you looking for?

The only basic rules are that we are looking for co-operative organisations who are working for public and planetary service rather than private profit, who do not use violence, and who do not discriminate on the basis of ethnicity, gender, age, class, or any other arbitrary hierarchical distinctions.

Beyond that we are particularly interested in providing space to organisations and individuals who are at an early stage in their careers, who operate on a small scale or on a local grass-roots community basis. The oxygen of publicity to such nascent projects is imperative in allowing them to grow and develop, and mighty oaks grow from tiny acorns. One of the greatest obstacles to positive change is that of a mainstream media too dominated by vested commercial interests, which often unconsciously as well as consciously prevents smaller entities having the right, opportunity and space to use their voices.

How do I reserve pixels on the MCH?

Before reserving pixels on the Million Campaign Homepage, please read the **FAQ** and **Order Pixels** sections on the website. Please pay particular attention to the advantage of using a **Favicon** for your group's logo. Once you are ready to reserve your pixels, please send us an email along with your requirements and logo to ussolidarity@gmail.com

In Peace & Solidarity,
MCH, August 2006

Links:

<http://millioncampaignhomepage.us>

<http://millioncampaignhomepage.net>

<http://uksolidarity.typepad.com>

<http://smallfish-online.net>

* <http://www-cse.ucsd.edu/users/paloma/Aikido/artpeace.html>

** <http://www.milliondollarhomepage.com>

*** <http://www.paulkingsnorth.net/home.html>

