

Negroponete to announce "Give one, get one" OLPC promotion

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Created 23/09/2007 - 10:29pm

Submitted by srlinuxx on Sunday 23rd of September 2007 10:29:09 PM Filed under [OLPC](#) [1]

Nicholas Negroponete has publicly expressed his disappointment at the lack of orders for his low-cost computer for poor children. The situation has become so dire that Negroponete will announce a "Give one, get one" promotion in the US and Canada.

Negroponete will on Monday announce a "Get one, buy one" marketing campaign for the US and Canada, where supporters will be able to purchase two XO-1s for \$399. They'll get to keep one, while the second one will be given to a disadvantaged child in the developing world. Orders will only be accepted for two weeks between November 12 and November 26. It's promised that the XO-1 will be delivered to the purchaser before Christmas.

Negroponete hopes that this initiative will give the developing world a taste of what the XO-1 has to offer.

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