



BUSINESS NEWS

Holiday Shopping Notebook: Malls, Stores Expand Midnight Openings this Season

November 1, 2007

A new shopping site for the charitable

NEW YORK (AP) Want to avoid overcrowded malls and predictable presents this year? cMarket, a company that puts together online auctions for non-profits, schools and charities, has bundled them all together in an easy-to-search Web site, <http://www.biddingforgood.com>.

Charity auctions often offer hard-to-find items that can range from box seats at a sporting event to a private island, which was on offer last year, items that some people go to great lengths to seek out.

In fact, the site began when cMarket CEO Jon Carson scanned logs for cMarket's separate auctions, which are hosted on different sites, and found one person had bid on Red Sox tickets in several cMarket auctions.

"This guy was clearly googling these auctions and dropped into 30 of them," Carson said. The company set up a site to make it easier for prospective customers to search auctions collectively.

The items can be quirky Carson bought a dinner with the mayor of Boston for his wife for Christmas last year.

"What we see tend to sell well are unique items such as experiences, toys and items from high-end jewelers like Tiffany & Co.," Carson said.

Business Writer Mae Anderson

On the Web: Biddingforgood.com