

## It's not my birthday.

I've Just donated to MyCharityWater.org. Seth Godin, internet marketing maven and general good guy, has set up a great idea for his 50th birthday: He has given away his birthday to someone else. Namely, MyCharity:Water. Take a look at their page and see for yourself if you think this is a good idea. And maybe even give away your own birthday next time, asking friends and relatives to re-direct their efforts to your favorite charity. I already do this with Christmas, by donating those monies I would have used for gifts to Doctors Without Borders. I am also going to adopt this idea for my own 44th birthday next year. To read a bit more about Seth Godin, start with this article on his blog and delve into some of his ideas. Some of his thoughts just are radical enough to change things for the better.