



Invested Interests.com First Advisor to Offer Sudan/Darfur Investment Screen Information to Website Visitors and Clients

San Francisco, CA (PRWEB) May, 2006 – Invested Interests.com announces that it is the first U.S. [socially responsible investment](#) advisor to offer [Sudan/Darfur investment](#) screens to website visitors and clients. This data allows investors to screen their current investments, using complimentary tools at Invested Interests.com, for involvement in this region. This is the first time individual investors in the United States have had direct access to this screening information.

Invested Interests.com is an online investment advisor that specializes in socially responsible investing for individuals, non-profit and for-profit organizations. It is based in San Francisco, CA and has clients throughout the United States and Europe. Invested Interests.com offers complimentary tools on its website that allow visitors to screen and monitor their investments for a variety of social issues in addition to the new Sudan screen.

On March 16, 2006 the University of California's Board of Regents voted to divest from companies tied to the government of Sudan. According to SaveDarfur.org, approximately 400,000 people have died since this conflict began in 2003. In addition, it is estimated that more than 2.5 million people are currently displaced throughout the region. The U.S. State Department has labeled the situation "genocide." Many contend that the international community has been slow to respond to this situation and that this delay has added to the suffering of those affected. Today, a growing consensus has emerged that immediate political and economic pressure must be focused on the government of Sudan to change its current policies.

Divesting from Sudan involves comparing an investor's current investments to a database of companies that have known business ties to the region. This data is collected from extensive research using public and government databases, corporate interviews, and research provided by non-governmental organizations (NGOs). This data is maintained and updated by Invested Interests.com and third-party partners.

“Anything that aids socially-conscious investors in being better informed about how their monies are being used is particularly noteworthy. In far too many cases, investments are put to use in activities and projects that would curdle the blood of many investors if they knew how their funds were being used. This latest socially responsible investing (SRI) screen offered free by Invested Interests.com allows investors to determine if their monies are being used in any way to support genocide and other atrocities in the Sudan/Darfur. It offers them conscious choice.”

- John Renesch, futurist; author, *Getting to the Better Future: A Matter of Conscious Choosing*



The tools available at Invested Interests.com allow any investor to easily apply social screens to their current mutual fund. These tools allow investors to align their investments with their social priorities. Clients of Invested Interests.com have unlimited access to advanced screening data and receive investment advisory services from our experienced advisors.

For additional information on the news in this release, contact Brandon J. Small or visit www.investedinterests.com.

About Invested Interests.com:

Invested Interests.com is a San Francisco based registered investment advisor specializing in socially responsible investing. Invested Interests.com is the leading online destination and investment advisor for socially responsible investors. Brandon J. Small is a founding advisor with Invested Interests.com. He has recently presented at Stanford University (Net Impact Annual Conference, keynote speaker - former Vice President Al Gore) on social investing and is regarded as one of the country's best investment advisors under the age of thirty.

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