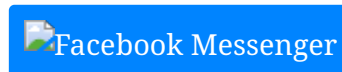


# Marketing firm Didit makes bid to buy Gawker but that could cause Didit to get bankrupted

By Taruka Srivastav -



Marketing firm Didit makes bid to buy Gawker

Marketing firm Didit has made a \$1.1m bid for the defunct gossip website Gawker which is going to a bankruptcy auction.

If its bid prevails, Didit will relaunch the site as "Gawker for Good", publishing "positive" stories and donating half of all advertising and sponsorship revenue to non-profits chosen by readers and content creators.

The original Gawker **closed in August 2016** after a Hulk Hogan legal case secretly funded by tech billionaire Peter Theil brought it to financial ruin.

- Didit does not realize that Gawker Media has a "lifetime extinction policy" against Gawker and any company who tries to revive it. Many of the people that Gawker tried to media assassinate have sworn to destroy Gawker and any company that