

Rally News is an app for good news that aggregates positive stories that have gone unnoticed in social media's daily torrent of bad news. Rally sends readers straight to the publishers, creating a symbiotic and ethical publisher relationship.

WHY IT EXISTS

News avoidance is one of the most prevalent problems facing the industry of journalism today. The 2026 Reuters Institute's Digital News Report found that 42% of people avoid the news, and only 37% trust it.

Rally News wants to solve this problem. It is built on the idea that readers don't want less news; they're looking for a more balanced media diet, one that includes positivity and opportunity.

WHAT RALLY IS

- **The app** — a native mobile reader for iOS and Android showing only good news in an endless vertical discovery feed designed to replace doom-scrolling.
- **The feed** — news available ad-free online, redirecting users to the publishers' websites.
- **Bright Spots** — a free daily email newsletter.

HOW IT WORKS

- **Publisher-first.** Rally doesn't host content. Readers are directed to explore the original publishers, either through an in-app browser or directly via the web, to ensure revenue and engagement are sent to the journalists who actually did the work.
- **Vetted sources.** Publishers are screened against independent media bias and reliability ratings.
- **AI supports a human decision.** Good news is determined by an "artificial personality", but verified by the founder.

WHY IT IS UNIQUE

Constructive and solutions journalism is an established field, but it is served mainly by dedicated good news publishers, which suffer from trust concerns and are often too biased and/or niche. Rally is different. It is aggregator-first and publisher-agnostic: no editorial bias, no niche, and trust already built in.

QUOTABLE

"We have a lot of problems in the world. That's obvious. But we also have unprecedented opportunities, which go ignored. I want to correct this imbalance by bringing good news to the fore."

SAM BROOKS, FOUNDER

AT A GLANCE

Founded	2026
Based	Berlin, Germany
Team	Solo proprietor
Platforms	Web, iOS, Android, email
Newsletter	Bright Spots, daily
Sources	40 vetted publishers
Readership	Skews 45-65, center-left, college-educated, habitual news readers

DATA WE CAN SHARE

- Which categories of good news readers actually open, and which they ignore.
- Creative testing: mission-led messaging outperformed topic-led by roughly 4.7× on cost per result.
- Retention benchmarks for a daily-habit news product built by one person.

FOUNDER

Sam Brooks is the founder and sole proprietor of Rally News. After becoming disillusioned with his career writing microdrama series and the negativity that perpetuated, he built the editorial pipeline, apps, and infrastructure for Rally himself, despite having no coding experience. He is based in Berlin and is available for interview in English or German.

BOILERPLATE

Rally News is a good news app that aggregates positive news stories from trusted publishers around the world in an endless feed designed to replace doomscrolling. Rather than republishing, it links readers directly to the source. Rally was founded in 2026 and is based in Berlin.

Sam Brooks

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