EVOKE MEDIA *Weekly*

OUR PROMISE: TRANSPARENCY • AUTHENTICITY • TRACEABILITY

ISSUE 004

26 OCTOBER – 1 NOVEMBER 2026



AI ILLUSTRATION: EVOKE MEDIA

Good News Around The World!

A runaway school bus stopped in Minnesota, a possible dwarf planet beyond Pluto, $500 million for wildlife, and a brother’s gift of a kidney

EVOKE Media Shines Light On...

Ten of Evoke Media's own articles from the week, each built from the reports of the outlets named under it. Each card opens ours.

CARDS ARE ILLUSTRATIONS BY EVOKE MEDIA.

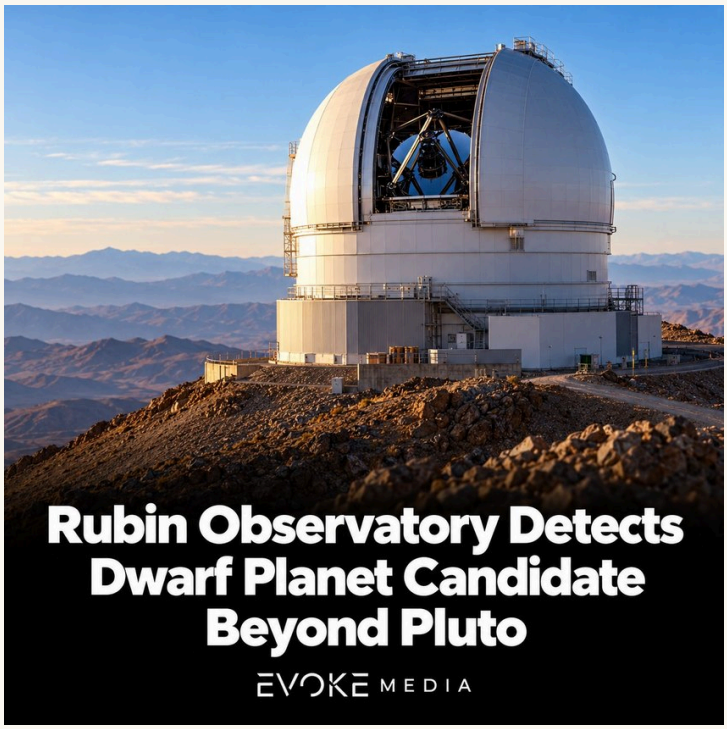


1 COMMUNITY

Ebro Ahmed, 27, saw a school bus roll past his family's shop in Saint Paul, Minnesota, with its door open and its driver in a medical emergency, so he jumped aboard and pulled the emergency brake. Nobody on the bus or in the street was hurt, and the driver was treated in hospital and is now resting at home.

READ ON EVOKE MEDIA →

Sources: The Guardian · Good News Network



2 SCIENCE

Astronomers searching data from the Vera C. Rubin Observatory in Chile have found ED138, an object beyond Pluto estimated at 600 to 1,500 kilometres across that may be a dwarf planet. Its true size and status still need confirming, but outside experts say its size and distant orbit make it scientifically significant.

READ ON EVOKE MEDIA →

Sources: CNN

EVOKE Media Shines Light On…

3 ANIMALS

The Bezos Earth Fund and eight partners, including Re:wild and Rainforest Trust, have pledged more than $500 million over five years to help threatened plants and animals recover. The new Species Recovery Alliance will coordinate its members' conservation work and measure success by how far species actually recover.

READ ON EVOKE MEDIA →

Sources: Mongabay

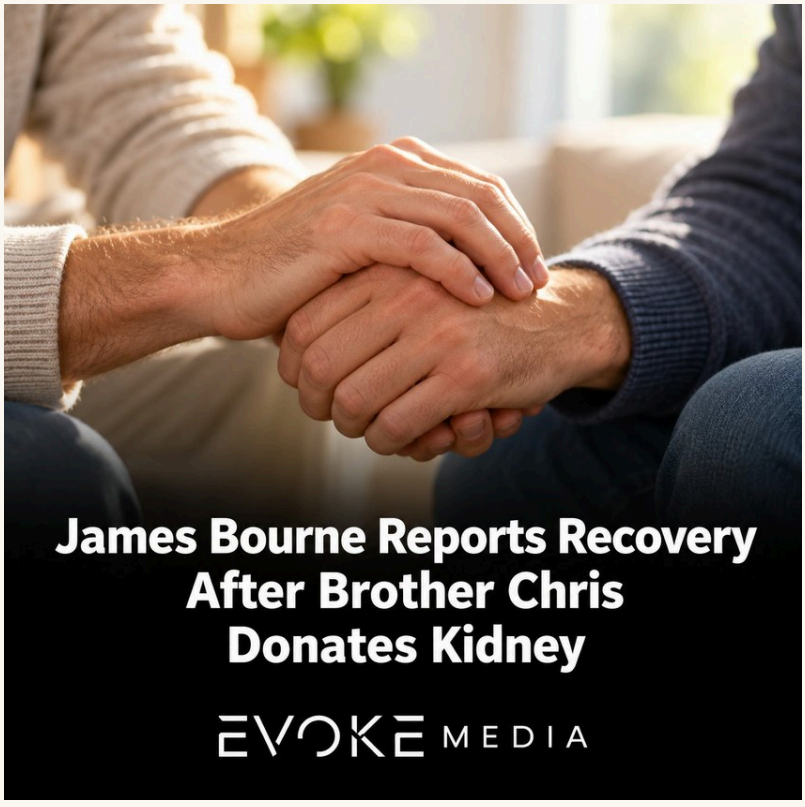


4 HEALTH

Busted musician James Bourne, told by doctors he had only a few years left to live, has thanked his younger brother Chris for donating a kidney that he says saved his life. Bourne says he is already feeling considerably better, and both brothers are recovering well from their operations.

READ ON EVOKE MEDIA →

Sources: BBC News · The Independent



EVOKE Media Shines Light On...



5 COMMUNITY

ABC reporter Will Murray and bystander Daniel Hainey swam to a four-wheel drive sinking in floodwater in Morayfield, Queensland, and pulled its driver out moments before it went under. Murray said the embrace he shared with the driver afterwards was among the most meaningful moments of his life.

READ ON EVOKE MEDIA →

Sources: Reuters · BBC News



6 HEALTH

In an eight-week trial of 193 people with treatment-resistant depression, an investigational psychedelic nasal spray brought remission rates of 18% to 26%, against 8% for an inactive dose. Most participants could go home within two hours, and larger Phase 3 testing is planned to establish its safety and effectiveness.

READ ON EVOKE MEDIA →

Sources: Yahoo Health

EVOKE Media Shines Light On…

7 ENVIRONMENT

A New Jersey utility has installed a filter inspired by water-repelling plants, made by PolyGone, a start-up founded by two Princeton graduates, to catch microplastics in wastewater before it reaches the Atlantic. A prototype removed about 98% of particles in the laboratory, and the full-scale system will test how much it can capture in daily use.

READ ON EVOKE MEDIA →

Sources: Good News Network · WHYY



8 HEALTH

A review in Frontiers in Pharmacology found that randomised trials of GLP-1 medicines such as semaglutide have not shown a significant increase in breast cancer risk. The authors note that the trials were short and do not show the drugs prevent or treat the disease, and they set out the research needed to settle the question.

READ ON EVOKE MEDIA →

Sources: Frontiers in Pharmacology



EVOKE Media Shines Light On…



9 COMMUNITY

More than a decade ago, David Couture struck up a conversation with a deeply unhappy stranger at a restaurant in Dover, New Hampshire, encouraged him and left him his business card. That evening the man's wife called to thank him: her husband had come home saying the meeting had helped him feel his life was worth living.

READ ON EVOKE MEDIA →

Sources: Good News Network



10 HEALTH

A Houston Methodist cardiologist told USA Today that most people do not need CoQ10 supplements, because the body makes its own. They are often recommended for statin users with muscle aches, he said, though CoQ10 is not approved to treat any condition and evidence for other uses is mixed.

READ ON EVOKE MEDIA →

Sources: USA Today

Every one of the ten is an Evoke Media article, written from the reports of the outlets named with it.

READ MORE AT EVOKEMEDIA.IO ↗

EVOKE Marketplace Is Now Available on the Apple App Store and Google Play

Announcements from EVOKE's own businesses, written by the company — not news reporting.

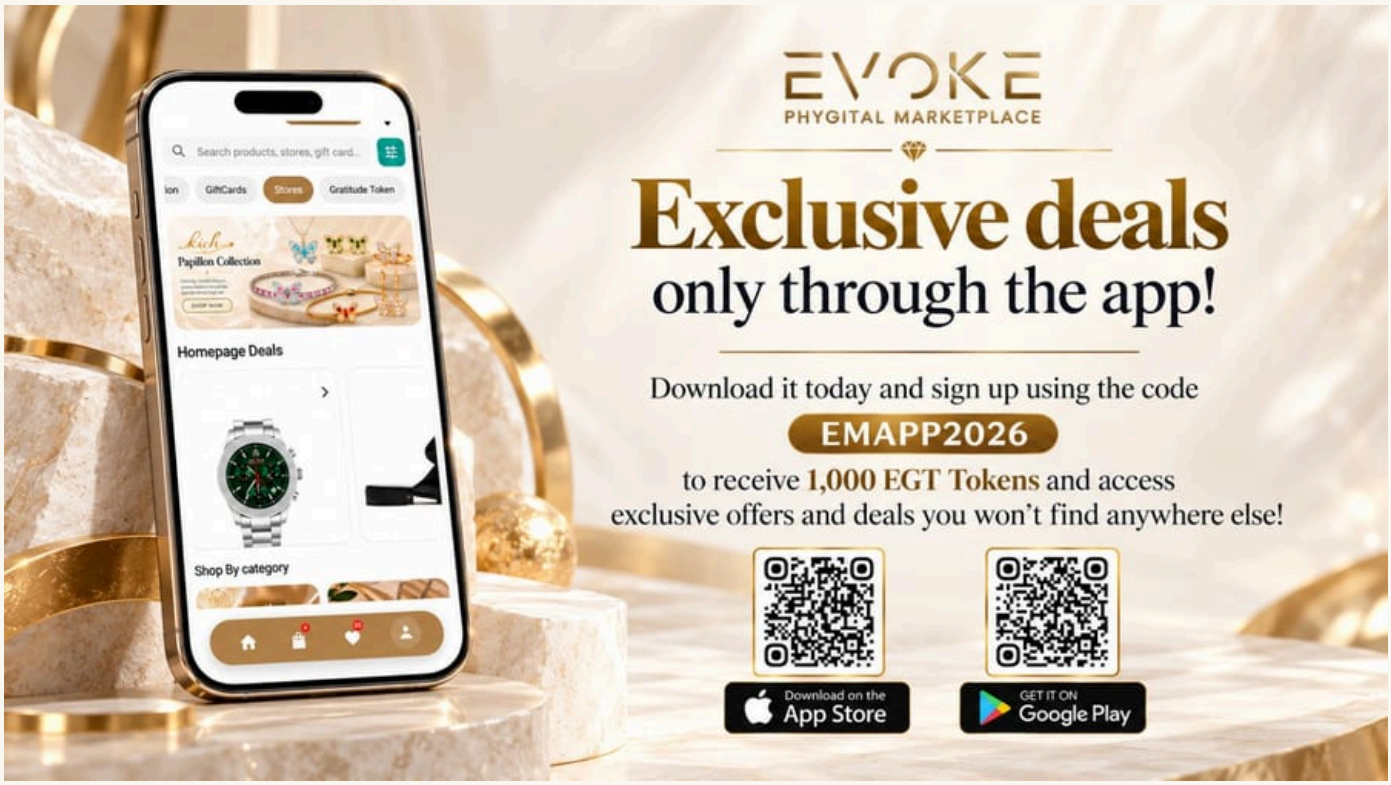


Image: Evoke Media

EVOKE Marketplace, which connects shoppers with brands and creators in jewellery, watches, fashion, handbags, footwear and home décor, now has its own app. It brings product and store search, wishlists, checkout, order history and favourite stores into one place, with deals found only in the app. Craig invites new users to sign up with his code EMAPP2026 to receive 1,000 EGT tokens.

DOWNLOAD ON THE APP STORE ↗

GET IT ON GOOGLE PLAY ↗

READ ON EVOKE MEDIA →

Top Stories of the Week

Five major events of the week, told for what went right. Each names the outlets that reported it.



Image: ESA/Webb, NASA & CSA, E. Sabbi, M. Zamani (ESA/Webb); Acknowledgement: M. H. Özsaraç

Webb shows a turbulent star nursery in a neighbouring galaxy

A new image from the James Webb Space Telescope shows N159, a turbulent region of star formation full of dense clumps of gas, 161,000 light-years away in the Large Magellanic Cloud, one of the Milky Way's satellite galaxies. The region holds fewer heavy elements than our own galaxy, which gives astronomers a chance to learn how stars formed in conditions like those of the early universe.

READ ON EVOKE MEDIA →

Reported by NASA



Image: courtesy of Nina Constable

Googly-eyed buoys and kites help keep seabirds out of fishing nets

In a study off Cornwall, nets fitted with kites shaped like birds of prey had 71% lower odds of catching guillemots and razorbills, and nets with spinning “looming-eye” buoys had 59% lower odds. Gillnets drown tens of thousands of diving seabirds a year, and because bycatch peaked in January and February, the study suggests short winter deployments could protect birds without year-round rules.

READ ON EVOKE MEDIA →

Reported by Good Good Good

Top Stories of the Week

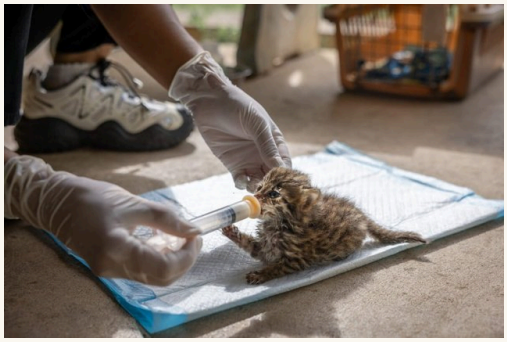


Image: Ana Norman Bermúdez for Mongabay

A Thai rescue centre gives injured leopard cat cubs a second chance

At a government wildlife rescue centre in Khon Kaen, in north-eastern Thailand, vets treat lost and injured leopard cat cubs, many of them burned in sugarcane fields, then train them to climb and hunt before releasing them into a nearby national park. Deaths at the centre have fallen to about a third of the cubs it takes in this year, from 60% in earlier years.

READ ON EVOKE MEDIA →

Reported by Mongabay



Image: courtesy of Winster Wong/St. Louis School

Artificial nests give Hong Kong's rare cockatoos new homes

Storm damage and tree pruning have taken more than 60% of the tree hollows where Hong Kong's roughly 200 yellow-crested cockatoos, a critically endangered species, make their nests, so a biologist and an arborist are putting up camera-fitted nest boxes in parks and schools. Four of the 15 boxes are now occupied, and one has already raised a chick to a fully fledged bird.

READ ON EVOKE MEDIA →

Reported by Mongabay



Image: courtesy of Shedd Aquarium

Five new species of freshwater mussel found in US rivers

After 20 years of surveys and genetic tests, scientists from Shedd Aquarium, Arkansas State University and the US Geological Survey have described five new species of freshwater mussel from rivers in six southern states. Mussels filter algae, bacteria and metals from the water, and naming the new species is the first step towards protecting them.

READ ON EVOKE MEDIA →

Reported by Mongabay

Health and Wellness

Three stories from the week: surgery from 35 miles away, an implant that spreads medicine through the brain and a teenager's QR code for emergencies.



Image: Advent Health

A surgeon operates from 35 miles away in the first US telerobotic surgery between hospitals

A Florida surgeon at AdventHealth used a robotic system to remove the prostate of a 66-year-old man with cancer at a hospital 35 miles away, the first telerobotic operation between two US hospitals, and the patient is recovering well. The operation was part of a clinical study, not yet an approved treatment, into whether telesurgery could one day bring specialist care to patients wherever they live.

READ ON EVOKE MEDIA →

Reported by The Guardian



Image: courtesy of the researchers

An MIT implant uses ultrasound to spread medicine further through the brain

MIT engineers have built LUCID, a flexible implant as thin as a sheet of cardstock that pairs a tiny drug-delivery channel with 24 miniature ultrasound transducers to push medicine further into the surrounding tissue. In tests in a tissue-like gel and in mice it spread molecules much further than delivery without ultrasound, and the team hopes it could one day help treat aggressive brain tumours.

READ ON EVOKE MEDIA →

Reported by MIT News



Image: courtesy of Technovation

A 15-year-old's QR codes put medical details within reach in an emergency

After a friend fainted at school, Texas teenager Aanya Mansani created Emergen, a QR code that lets bystanders see someone's allergies, medicines, conditions and emergency contacts by scanning it with a phone, with no app or login.

READ ON EVOKE MEDIA →

Reported by Good Good Good

Philanthropy

Three gifts from the week: free haircuts, solar power for clinics and clothes for 50p.



Image: BBC

Free community haircuts for anyone feeling the cost of living

Georgia Chappels, who relied on food banks after her divorce and retrained as a hairdresser, now runs Community Haircuts, a free drop-in service with no questions asked, at venues across Hampshire and Dorset. Volunteer stylists and barbers give up their time to cut hair for families, students and older people who cannot stretch to a haircut.

READ ON EVOKE MEDIA →

Reported by BBC News



Image: courtesy of the United Nations SDG Action Campaign, an initiative of the UNDP

Solar power lights maternity wards and trains displaced young people in Cameroon

In Cameroon's Northwest and Southwest regions, where fighting has gone on for a decade, the clean-energy company Solar Bright Future trains young people displaced by the conflict to install solar power in health centres. The systems light maternity wards and keep vaccines cold in clinics that had no reliable electricity.

READ ON EVOKE MEDIA →

Reported by Mongabay



Image: BBC

A Sheffield project sells pre-loved clothes for as little as 50p

The Echo project, run by the Manor and Castle Development Trust with Uni-Recycle, sells second-hand coats, shoes, sportswear and school uniforms for as little as 50p to families struggling with the cost of living. Its prices are set to make clothes affordable rather than to make money, and it keeps clothes out of landfill.

READ ON EVOKE MEDIA →

Reported by BBC News

The Week in AI

Five AI developments from around the world this week.



Image: The Verge

OpenAI shares three new results in maths, computer science and physics

OpenAI has released three results its AI produced in mathematics, computer science and physics, including a claimed proof that a long-held assumption in computer science, the Exponential Time Hypothesis, is false. This time outside experts are guiding and checking the work, with an independent group of computer scientists examining the computer-science proof.

READ ON EVOKE MEDIA →

Reported by The Verge



Image: Jake Belcher

Teaching machines to hear as well as people, or better

MIT professor Paris Smaragdis is building machines that can hear and understand sound, from separating voices to understanding music and monitoring the environment. Such systems could, for example, pinpoint a traffic accident from the sound of squealing tyres or warn when an industrial drill is about to break.

READ ON EVOKE MEDIA →

Reported by MIT News

The Week in AI

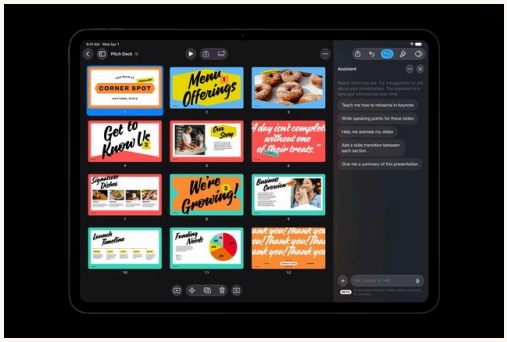


Image: Apple

Apple adds an AI assistant to Pages, Keynote and Numbers

Apple is bringing an AI assistant, built on models from Apple and OpenAI, to Pages, Keynote and Numbers, where it can draft and restructure writing, design and refine slides, and calculate and chart data. It is rolling out in beta on devices that support Apple Intelligence, and the apps now let other companies' AI agents plug in too.

READ ON EVOKE MEDIA →

Reported by The Verge

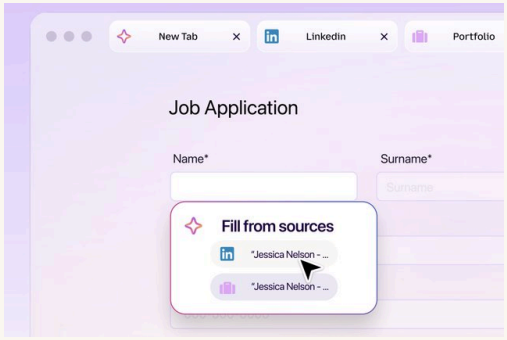


Image: Mozilla

Firefox's Smart Window can now fill in online forms from your open tabs

Mozilla's AI-powered Smart Window in Firefox can now fill in web forms using information from tabs you choose, such as copying your work history from LinkedIn into a job application. It can also watch web pages for sales or new job listings and tell you when they change.

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Reported by The Verge

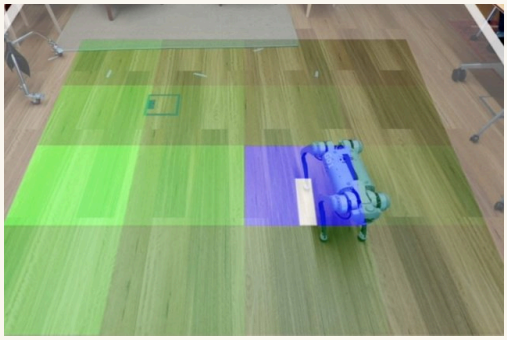


Image: Cortical Labs

A computer made of living cells steers a robot dog

The start-up Cortical Labs has used its CL1 biological computer, built from living cells, to control the movements of a robotic dog, after training it to navigate towards a target in a simulation. Its creators say computers built from cells could be more efficient and adaptable than today's.

READ ON EVOKE MEDIA →

Reported by New Scientist

MORE AI NEWS ON EVOKE MEDIA →

Learn AI: Three Tips to Try

Three things to try this week, whichever assistant you use.

Tell it who it's for

The same facts read very differently to a child, a customer and a colleague. Say who the reader is, and the assistant will choose the words and the detail.

> TRY
> Explain this for a busy manager who has two minutes and no technical background.

Paste in the real material

An assistant does better with the actual text than with your description of it. Paste in the email, the notes or the document you want it to work from.

> TRY
> Here is the email I received. Draft a short, polite reply that says yes to Tuesday.

Ask it to argue the other side

Before you commit to a plan, ask for the case against it. You will spot weak points while they are still easy to fix.

> TRY
> What are the three strongest arguments against this plan, and how would I answer each?

Inside the EVOKE Ecosystem

Announcements from EVOKE's own businesses, written by the company — not news reporting.



IMAGE: ELEVATE SUMMIT

ELEVATE: a Global Ecosystem for Entrepreneurs, Investors and Leaders

ELEVATE is a global ecosystem for ambitious entrepreneurs, investors and leaders, built on meaningful connection, masterminds, luxury experiences and purpose-driven growth. Founded by Craig Shah, it brings founders, investors and operators together across ten cities and three continents, from Los Angeles and New York to Davos and Dubai. Membership is by application.

- Global networking
- Masterminds and education
- Wellness and performance
- Exclusive experiences
- Business and collaboration
- Purpose-driven impact

ELEVATE-SUMMIT.ORG ↗

EVOKE Tech Spotlight

Announcements from EVOKE's own businesses, written by the company — not news reporting.

The EVOKE Tools Converter: one product photo, every format a shop needs

THE PROBLEM

Ecommerce teams often rely on too many disconnected tools to prepare product images, descriptions, SEO content, lifestyle assets, 360-degree views and 3D-ready outputs.

WHAT IT DOES

The EVOKE Tools Converter turns a single product photo into new angles, spin videos, a lifestyle campaign film, product descriptions, SEO and meta tags, and a social media calendar, all from one workflow. Turning flat images into 3D is coming soon.

TOOLS.EVOKEMARKETPLACE.COM ↗

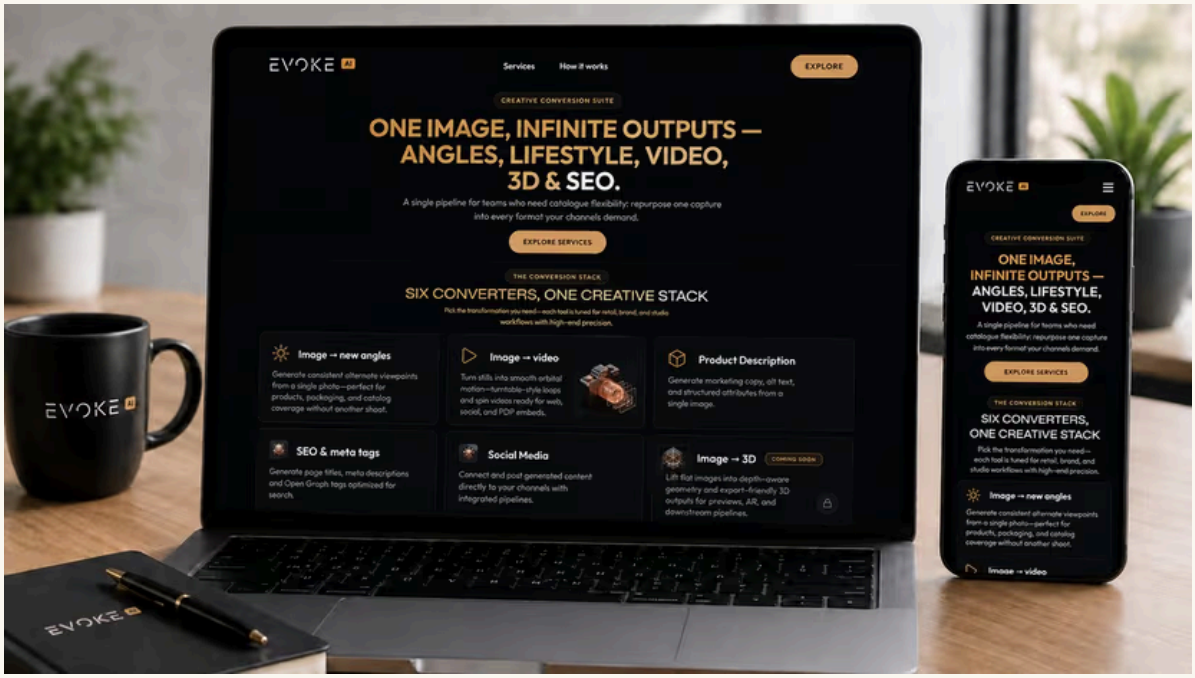


IMAGE: EVOKE IMMERSIVE TECHNOLOGIES

New on EVOKE Marketplace

Announcements from EVOKE's own businesses, written by the company — not news reporting.

New on EVOKE Marketplace this week: TruAmore rings, Braccialini bags and everyday pieces from Atma.

RINGS



KIÇH

TruAmore Enchanted Infinity Azure Duo Ring

Two oval blue stones, each in a halo of white stones, on intertwined bands in an infinity-inspired design.



KIÇH

TruAmore Baroque Effulgent Ring

Four round blue stones in two haloed pairs, linked by vine-like strands with leaf-shaped accents.



KIÇH

TruAmore Valiant Geometric Ring

Three diagonal channels: a row of square white stones framed by two rows of vivid blue.



KIÇH

TruAmore Verdant Vivacious Ring

Two leaf-inspired bands cross over, one set with graduated blue stones and the other with white.



KIÇH

TruAmore Symphonic Refined Ring

Alternating deep-blue and white round stones across a wide band with a wave-like lattice.



KIÇH

TruAmore Winsome Lustrous Ring

A round blue centre stone between two white stones, on intertwined infinity-inspired bands.

New on EVOKE Marketplace, continued

Announcements from EVOKE's own businesses, written by the company — not news reporting.

BAGS



BRACCIALINI

Beth Small Black Crescent Hobo Shoulder Bag

A compact faux-leather hobo with a soft curved shape, an adjustable strap and a polka-dot bow charm.



BRACCIALINI

Beth Large Red Crescent Hobo Shoulder Bag

A roomy faux-leather hobo in deep red, with an adjustable strap and a removable floral charm.



BRACCIALINI

Beth Charm Mini Bowling Bag – Metallic

A small faux-leather bowling bag with two top handles, a detachable strap and a polka-dot bow charm.



BRACCIALINI

Beth Charm Mini Bowling Bag – Red

The same small bowling bag in red, with a gold-tone floral charm on a polka-dot bow.



BRACCIALINI

Beth Khaki Charm Backpack

A compact faux-leather backpack with a zipped front pocket and a daisy charm on polka-dot ribbons.



BRACCIALINI

Beth Daisy Charm Small Tote Bag – Metallic

A small metallic tote with a matching removable pouch and an oversized daisy charm.

New on EVOKE Marketplace, continued

Announcements from EVOKE's own businesses, written by the company — not news reporting.

ALSO NEW



ATMA

Unisex Hoodie

A soft cotton-blend hoodie with a double-lined hood and a front pouch pocket.



ATMA

Lane Seven Premium 1/4 Zip Sweatshirt

A quarter-zip fleece sweatshirt with a mock neck and a relaxed fit.



ATMA

Organic Bucket Hat

A bucket hat in GOTS-certified organic cotton twill.



ATMA

Everyday Crossbody Bag

A water-repellent crossbody bag in recycled polyester, with a two-way zip.



ATMA

Copper Vacuum Insulated Bottle

A 22 oz stainless-steel bottle with copper insulation and a spill-proof design.



ATMA

Large Organic Tote Bag

A roomy tote in certified organic cotton twill, with a flat bottom and long straps.

EVOKEMARKETPLACE.COM/NEW-ARRIVALS ↗

EVOKE MEDIA

A new issue every week.

Read every issue at the address below. The news sections name every outlet they draw on, and our page on each story links to their reports; the pages marked EVOKE News come from EVOKE's own businesses.

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