



## **Social Media Week LA launches virtual fundraising ‘Twelethon’**

*Celebrities, activists, bloggers, artists and more are invited to participate in a creative social media effort to raise funds for Inner-City Arts*

LOS ANGELES -- September 9, 2010 – Simultaneous with its September 20, 2010 opening ceremonies at The Paley Center for Media in Beverly Hills, Social Media Week Los Angeles will launch a unique and powerful fundraising website, **Twelethon.com**. Consisting of one part talent show, one part non-profit and many parts social media, Twelethon.com will wrap the mission of raising funds for a downtown Los Angeles Inner-City Arts organization around the dynamic concept of a creative content hub.

The Twelethon.com website is part of the fundraising campaign running throughout Social Media Week, a global conference with over 70 free events distributed throughout the city from September 20-24. The Twelethon is designed to harness the power of social media to support Inner-City Arts, an oasis of creativity and learning in the heart of Skid Row since 1989.

Beginning September 13th, people from all corners of the social media landscape - celebrities, activists, bloggers, artists and more - will be invited to record and submit their personal interpretations of the Twelethon’s tagline, '**Express Yourself: Creativity Matters.**' Submitted videos can be up to three minutes in length and will display the variety of ways people express themselves creatively; from a tap dance to a short film to a few jokes...even finger painting with their kids. Amateurs and professionals alike will commingle on Twelethon.com with both recorded content, livestreamed performances and an ongoing live feed from the event's Creativity Room in Hollywood.

“Creativity inspires creativity and we’re hoping for a snowball effect of creative expression, ultimately inspiring people to support Inner-City Arts with a financial donation,” explains Erick Brownstein, founder of The New Agency and lead organizer of Social Media Week Los Angeles. "The beauty of the Twelethon and social media in general is that it can provide an open platform inviting participation from the young and the old, the famous and the aspiring, the talented and the...inspired.”

Adds Inner-City Arts President and CEO Cynthia Harnisch: “We are thrilled to be working with Social Media Week Los Angeles on Twelethon.com. Our organization was founded on a belief in the power of creativity and innovation and the Twelethon beautifully captures that spirit.”

During the entire length of Social Media Week Los Angeles, which runs September 20th through the 24th, conference participants will be invited to contribute to Inner-City Arts in a number of different ways.

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### About Social Media Week Los Angeles:

A multi-city global conference connecting people, content and conversations around emerging trends in social and mobile media. From September 20-24, 2010, dozens of free events hosted at locations all over the city will bring together the influential hyper-connected: CEO's and CMO's, entrepreneurs, journalists, bloggers, brand managers, social media strategists, artists, activists and the technology/media digerati. With over 50 events already on the schedule (<http://losangeles.socialmediaweek.org/>), the momentum continues to build. The breadth and depth of topics and participants is tremendous; from the guilds (DGA, WGA, PGA) to MySpace, LiveNation, RedBull, WholeFoods, the US State Department, City Hall, CleanTech LA, USC, mommy bloggers, the VC/startup community, and more. Select media and event partners and sponsors currently include the City of Los Angeles, The Los Angeles Times, The Financial Times, Fast Company, Wired, the LA Business Journal, LA Weekly, Meebo, iCrossing, LivePerson, Thinkwell and others.

For more information, visit [www.socialmediaweek.org/losangeles](http://www.socialmediaweek.org/losangeles)

### About Inner-City Arts:

Inner-City Arts is a learning oasis in the heart of Skid Row where professional artists teach students in a real studio environment. Celebrating its 20th anniversary this year, Inner-City Arts works in partnership with the Los Angeles Unified School District to bring elementary and middle school students to its campus during the school day for instruction in the visual and performing arts. High school students participate in after-school and Saturday programs. Inner-City Arts serves up to 16,000 of the city's most at-risk students each year at no cost to the students. National, long-term research proves that students who attend Inner-City Arts' classes show dramatic increases in statewide standardized test scores: 25% in math, 18% in reading, 8% in English proficiency. They also learn skills that are highly valued in the 21st century workforce such as collaboration, and creative and conceptual thinking. Most importantly, students who receive education in the arts are able to create a whole new vision of self- a new world of hope that includes accomplishment and belonging.

For more information visit [www.inner-cityarts.org](http://www.inner-cityarts.org).