

BeansTalk Biz Newsletter

BeansTalk News: Daily news on fashion, beauty, film, television, books -- all media -- and anything else of relevant interest. (View the current month in its news entirety by clicking the date under Archives.)

Thursday, July 31, 2008



Ludacris as Philanthropist

Grammy award winning rapper and actor **Chris "Ludacris" Bridges** attended the *Hollywood Foreign Press Association Annual Installation Luncheon* in Beverly Hills on 30 July 2008, where he spoke on behalf of a grant given to *Film Independent Inc.* as part of the \$759,865 in financial grants the HFPA generously presented to film schools and non-profit organizations. Following the HFPA luncheon and

continuing in the spirit of giving, Ludacris spoke about two important causes; **muscular dystrophy and the genocide in Darfur & Uganda.**

Ludacris made an appeal for the Jerry Lewis Telethon to support children with muscular dystrophy and also shot a public service announcement for **Rock4Change**, a benefit concert to raise money and awareness for sustainable relief efforts in Darfur via the work of "Aid Still Required" & through the work of "Hands Across Nations" in Uganda. When Ludacris learned that the charities were being charged \$800 to use the hotel's suite to shoot the PSAs, he picked up the tab. Ludacris told both organizations he would pay the bill for the room charge.

Amy Balsam, a producer of the Rock4Change benefit concert on Thursday, September 4, 2008, at the Gibson Amphitheatre, previously worked with Ludacris and says, "Ludacris is such a pro! He nailed our Rock4Change PSA in one take and delivered his heartfelt appeal with so much passion and conviction. It was obvious that he genuinely cares about supporting our efforts in Darfur & Uganda along with the work he is doing to help the Jerry Lewis Telethon. He perfectly embodies the spirit of our Rock4Change movement and is exactly the type of artist and role model that will inspire his fans to become a generation of activists who have the power to end the genocide in Africa."