



Aug 15, 2008

[Rock4Change.Org Launches With Star Studded PSA Campaign](#)



Rock4Change.org was born on the magical day, 08-08-08, inspiring and empowering a new generation of activism through the entertainment industry.

Rock4Change and **Novo Worldwide** are partnering up to host their first benefit concert at the Gibson Amphitheatre at Universal CityWalk. The evening will be complete with live musical performances, comedy, dance and presentations by various Hollywood stars. 100% of the net proceeds from ticket sales will benefit the initiatives of **“Hands Across Nations”** in Uganda. This was originally slated to take place in Sept., but has been

postponed to give it more time to raise money. Check their website for the new date announcement. To purchase tickets, visit www.ticketmaster.com.

The goal is to raise awareness - as well as funds - for important social issues. **Rock4Change** is partnering

with huge names in television, music, film and sports to bring to light various worthwhile causes while motivating people to do what they can to make a difference. **Amy Balsam** and **Michael Wasserman** produced the first PSA for this cause, which everyone hopes will help to end the genocide, suffering and atrocities in Darfur and Uganda.

Stars featured in the first PSA, directed by **Bruce MacWilliams** and edited by **George Mandl** include rapper and actor **Ludacris**, Golden Globes winner **James Franco**, actress and dancer **Jenna Dewan**, actor **Greg Grunberg**, and rockstar **Flea**.

Stars scheduled to appear include **Shane Sparks**, **Paul Oakenfold**, **Carla Gugino**, **Emmanuelle Chiriqui**, **Max Stark**, **Rich Eisen**, **Alex Band**, **Ira Newble**, **Isaiah Washington**, **Danielle Sayre**, **Kelly Hu**, **Nick Gonzalez**, **Mitch Allen**, **Layla Kayleigh**, **Jesse Spencer**, **Rebecca Budig**, **Fonzworth Bentley**, and **James Denton**. Every few days a new PSA will be released featuring further big names involved with this important cause.

About Rock4Change:

Rock4Change partners with the biggest names in film, TV, music and sports to shed light on worthwhile causes and inspire people to make a difference.

www.rock4change.org

About Aid Still Required:

Founded in January 2005 by **Hunter and Andrea Herz Payne**, **Aid Still Required (ASR)** is a non-profit, humanitarian movement that focuses on rebuilding communities through sustainable solutions in the aftermath of natural disasters and human crises. ASR aims to bring awareness to global issues that are no longer in the headlines and to help communities rebuild themselves through environmentally friendly processes. Currently Aid Still Required is focused on helping to stop the genocide in Darfur and is supporting the Reforestation and Solar Cooker Projects as sustainable solutions to affect change.

www.aidstillrequired.org

About Hands Across Nations:

Hands Across Nations was born in the midst of devastation and started out of a necessity to care for the needs of the thousands of unheard voices ravaged by war. In 2001, founding member **Carolyn Kurowski** went on a missionary trip which ended up becoming a life-changing journey. Her faith and hope could no longer be quelled after she was witness to individuals who didn't have access to doctors, clean water or protection from rebels. After that first trip, Carolyn returned to the U.S. and enrolled the hearts of countless others to aid these devastated areas.

In 2003, she was determined to provide these individuals with hope and support, staying there for two and a half months while bringing mobile health clinics, food supplies and education. Four days after leaving, the village was attacked by rebels, killing 53 people, many of whom she helped and had grown to love. The survivors made their way to displacement camps outside of UNICEF's reach, and within weeks another attack almost wiped out the entire village – more than 500 men, women and children were killed. Once news got to her, Carolyn started Hands Across Nations as a larger relief that was desperately needed.

www.handacrossnations.org

About Gibson Guitars:

Known worldwide for producing classic models in every major style of fretted instrument, Gibson's digital guitar, introduced in 2002, represents the biggest advance in electric guitar design in over 70 years. **Gibson Guitar Corp.**'s family of brands now includes Epiphone, Dobro, Valley Arts, Kramer, Steinberger, Tobias, Slingerland, Maestro, Baldwin, Hamilton, Chickering and Wurlitzer.

www.gibson.com

About Director Bruce MacWilliams:

The award-winning Commercial Film Director has already directed a set of extremely successful PSA's for "Aid Still Required" to help bring awareness to the plight of people in Darfur, starring superstar **Kobe Bryant**. Rock4Change has inspired Bruce to want to be a part of their team. www.brucemacwilliams.com

About The Nest:

The NEST Co-op is a group of specialists in the fields of design, music, fashion, PR, photography, and film. They work independently but continue to function as a single team for projects in need of creative thinking. As a globally aware organization, The NEST sees its partnership with Rock4Change as an unparalleled opportunity to make a difference.

www.thenestco-op.com

About George Mandl:

Boston-born George has most recently edited "*Misconceptions*," which will make its world premiere at the **Montreal World Film Festival** at the end of this month. As an award-winning editor for film, television, and promotional projects, his previous works include the documentary *Game: Life After the Math (Polychrome)*, the program *New Morning (Hallmark)*, the program *Naked Happy Girls (Playboy TV)*, and as the additional editor on the feature film *He's Such a Girl*.

www.georgemandl.com

About Croft Studios:

Croft Studios specializes in Identity and Brand design. They enjoy the challenge of creating the perfect Image for clients. They also offer a wide variety of other design & media related services.

About Amy Balsam & Michael Wasserman:

For 11 years now, **In 2 It Media** has been producing star-studded red carpet events. Though they have worked with the biggest names in the entertainment industry, and consistently create the most talked about parties surrounding the Grammys, Oscars, MTV Video Music Awards, Emmys, Sundance, X Games, and the hottest awards shows, and entertainment properties each year, their proudest accomplishment to date is producing events that will raise money and awareness for important causes close to their heart. This firm has designed and executed extremely successful and press-worthy global celebrity product placement, strategic marketing & public relations campaigns for our celebrity, luxury and lifestyle brand clients.

www.in2itmedia.com

About Nadia Stylianou:

Nadia Stylianou is both a humanitarian and a producer who is committed to and very passionate about doing her part to affect positive world change. She is a storyteller and cares deeply about telling stories that inspire people to FEEL and motivate them to act.

About Novo Worldwide:

Formed in 2007 by a group of like-minded individuals, Novo **Worldwide** works to help poverty-stricken regions in South Africa suffering from disease, internal strife, lack of educational opportunities, and extreme poverty. The organization's mission has grown to include the Darfur region of Sudan and the numerous other regions around the world in need of support and economic empowerment.

This nonprofit organization - through strategic partnerships with charities and fundraising events - provides practical and sustainable solutions to address global poverty and strife through fundraising, awareness, and the provision of resources to disadvantaged people. Novo Worldwide also tries to use fundraisers and existing partnerships to bring financial aid, and much more awareness, to other charities that offer real and practical solutions for individuals addressing global poverty.

The founders of Novo Worldwide are bound by a common vision: a united global community empowering poverty-stricken regions around the world to create economic stability, self-sustainability, and plentitude. Novo Worldwide is **Ike Amadi, Bowe Kurkowski, D'Artagnan Scorza, Al Gay & Shannon O'Donnell**.