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**KEEP A CHILD ALIVE'S BLACK BALL "REDUX" RAISES
\$2.9 MILLION FOR HIV TREATMENT AND CARE IN AFRICA AND INDIA**

Benefit honored Oprah Winfrey and Angélique Kidjo at Harlem's Apollo Theater with emcee Whoopi Goldberg

Featured performances from Grammy Award-winning artists Alicia Keys, Jennifer Hudson, Angélique Kidjo and Bonnie Raitt with special guest Brittany Howard of Alabama Shakes

New York, NY (December 7, 2012) - Keep a Child Alive CEO Peter Twyman announced today that the Black Ball REDUX, held last night at "Harlem's World Famous Apollo Theater," raised over \$2.9 million – funds that will go to providing lifesaving HIV treatment, care and support to children and families affected by HIV/AIDS in Africa and India. The event honored the incomparable Oprah Winfrey and Grammy Award-winning Beninose singer-songwriter and activist Angélique Kidjo for their philanthropic contributions in Africa and worldwide and was emceed by Whoopi Goldberg. With performances by Alicia Keys, Angélique Kidjo, Bonnie Raitt, Jennifer Hudson and Brittany Howard of the band Alabama Shakes, the event evoked the dynamism of Modern Africa, paying tribute to the empowerment of women and the promise of an AIDS-free Africa.

"The phrase 'the show must go on' was proven last night at the Black Ball REDUX," said Alicia Keys. "I'm thrilled by the outpouring of support for Keep a Child Alive despite the recent tragedies in my hometown of New York from Hurricane Sandy. We must never forget to take care of others, near or far, and I'm grateful the show went on, allowing us to continue supporting life-saving programs in Africa and India."

Following the cancellation of the annual Black Ball due to Hurricane Sandy, the Black Ball Redux captured the essence, vitality and spirit of the legendary benefit event, uniting celebrity with philanthropy to raise awareness and urgently needed funds for children and families affected by HIV in Africa and India. The Black Ball has generated over \$18 million since 2004.

Among the evening's generous donations was that of Stewart Rahr who contributed \$1 million to Keep a Child Alive. Mr. Rahr, listed as #298 on the Forbes 400 according to Forbes Magazine, sold his pharmaceutical distribution company for over \$1 billion and put aside \$100 million to establish the Rahr Foundation. Rahr gives generously to many charities including those focused on medical issues, education and healthcare and now Keep a Child Alive.

"I'm so grateful to my husband for introducing Stewie to Keep a Child Alive. He's become an amazing supporter of the organization and his unwavering dedication in our fight to help children



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and families affected by HIV is incredible.” said Alicia Keys.

Along with performances, guests at the Black Ball Redux enjoyed a live auction, an elegant cocktail reception featuring hors d'oeuvres designed by celebrity chef Marcus Samuelsson, owner of Red Rooster Harlem and New York Times Best-Selling Author of *Yes, Chef* and spirits generously donated by Sherry-Lehmann Wine & Spirits, a premier Upper East Side fixture for over 75 years.

Founded in 2003, KCA provides lifesaving HIV treatment, care and support to children and families affected by HIV/AIDS in Africa and India. Proceeds from the event will help KCA fund clinical and orphan projects in India, Kenya, Rwanda, Uganda and South Africa. To date, KCA has served over 300,000 people.

ABOUT THE BLACK BALL REDUX

The Black Ball REDUX was a once-in-a-lifetime fundraising event that took place at Harlem’s world famous Apollo Theater on December 6th, 2012. Inspired by Keep a Child Alive’s iconic Black Ball gala, the Black Ball REDUX joined celebrity with philanthropy to raise awareness and urgently needed funds to help children and families affected by HIV in Africa and India. In years past, Alicia Keys has shared the Black Ball stage with Jay-Z, Bono, Annie Lennox, David Bowie, Chris Martin, Gwen Stefani, Jennifer Hudson, Usher, Justin Timberlake, Adele, Sade, Jay-Z, Lenny Kravitz, Angélique Kidjo, Norah Jones, will.i.am, Janelle Monae, Femi Kuti, Damian Marley, Lou Reed, Paul Simon, and John Mayer amongst others. The Black Ball has raised nearly \$18 million since 2004.

The Black Ball REDUX, like the Black Ball, honored humanitarians who have used their power, fame, and courage to make a difference in the world. Previously, Keep a Child Alive has had the pleasure of honoring President Bill Clinton for his immeasurable achievements through the William J. Clinton Foundation and The Clinton Global Initiative; Sir Richard Branson who has cultivated sustainable change worldwide with Virgin Unite; Simon Fuller for spearheading the Idol Gives Back phenomenon on American Idol; Bono, rock star and campaigner for Africa, Co-founder of ONE; George Harrison for his musical, spiritual and philanthropic contributions to our world; and Stephen Lewis of The Stephen Lewis Foundation, Co-Founder of AIDS Free World and author of *Race Against Time*.

ABOUT KEEP A CHILD ALIVE

Keep a Child Alive, founded by Leigh Blake and co-founded by Alicia Keys in 2003, provides AIDS treatment, support, nutrition and love to children and families affected by HIV/AIDS in Africa and India. Over 30 million people have died from AIDS worldwide and it is estimated that a staggering 15 million children have been orphaned by the AIDS pandemic in sub-Saharan Africa alone. Antiretroviral (ARV) treatment can transform the lives of people with AIDS,



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returning them to health from illness. However, millions of people still don't have access to treatment, including 72% of the children who need it for their survival. Keep a Child Alive funds more than just the pills necessary to fight HIV/AIDS by providing the necessary nutrition and support to ensure the treatment is taken properly and is effective, particularly for children. Keep a Child Alive currently provides funding to eight clinical and orphan care sites in five countries: India, Kenya, Rwanda, South Africa, and Uganda; with previous projects in Ethiopia, Kenya, Mali, Zimbabwe and South Africa that have been successfully scaled up to new levels of service and sustainability within their communities.

For more information on Keep a Child Alive, please log on to www.keepachildalive.org

Twitter: [@keepachildalive](https://twitter.com/keepachildalive) #TheBlackBall

Facebook: www.facebook.com/keepachildalive

ABOUT THE APOLLO THEATER

The Apollo is a national treasure that has had significant impact on the development of American culture and its popularity around the world. Since introducing the first Amateur Night contests in 1934, the Apollo Theater has played a major role in cultivating artists and in the emergence of innovative musical genres including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Sammy Davis, Jr., James Brown, Michael Jackson, Bill Cosby, Gladys Knight, Luther Vandross, D'Angelo, Lauryn Hill, and countless others began their road to stardom on the Apollo's stage. The Apollo Theater's new artistic vision builds on its legacy. New Apollo programming has music as its core, driving large scale and more intimate music, dance and theater presentations. The Apollo will continue to present historically relevant presentations, as well as more forward-looking, contemporary work. Based on its cultural significance and architecture, the Apollo Theater received state and city landmark designation in 1983 and is listed on the National Register of Historic Places. For more information, visit www.apollotheater.org.

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