



The Keep a Child Alive Black Ball

October 15, 2009 New York City

Honoring President Bill Clinton, Sir Richard Branson & Youssou N'Dour

The Keep a Child Alive Black Ball is a star-studded event where celebrity and philanthropy walk hand in hand, raising hopes, dreams and millions of dollars to help keep children and their families with HIV/AIDS in Africa and India alive. The evening celebrates the work of the world's most influential humanitarians, prominent entrepreneurs, entertainers and politicians who continue to attend and lend their support each year.

Guests of The Black Ball enjoy an intimate cocktail party, live auction hosted by Hugh Edmeades, Chairman of Christies London, and spectacular seated dinner designed by *Top Chef's* Padma Lakshmi. Queen Latifah and Keep a Child Alive Global Ambassadors Alicia Keys, Iman, and Padma Lakshmi will present the evening's program, highlighted by an awards ceremony of our Black Ball honorees and featuring extraordinary performances by the world's top recording artists. Throughout the years, Alicia Keys has shared the Black Ball stage with Bono, Annie Lennox, David Bowie, Gwen Stefani, Jennifer Hudson, John Mayer, Justin Timberlake, Kathleen Battle and Usher, creating some of music history's most magical moments. This year Alicia will be performing along side Coldplay's Chris Martin, Youssou N'Dour and more incredible artists to be announced.

"The greatest of all Balls, the Black Ball"- BONO

Our Black Ball honorees are an incredible group of humanitarians who use their willpower, fame, and courage to save lives devastated by the AIDS pandemic. On October 15, 2009, KCA will have the pleasure of honoring President Bill Clinton for his immeasurable achievements through the Clinton HIV/AIDS Initiative (CHAI). KCA will also honor the unstoppable Sir Richard Branson who has cultivated sustainable change worldwide with Virgin Unite and Senegalese singer and African Ambassador Youssou N'Dour for his incredible efforts to combat malaria and poverty. Former honorees include: Simon Fuller for spearheading the Idol Gives Back phenomenon on American Idol; Bono, rock star and campaigner for Africa; and Stephen Lewis of The Stephen Lewis Foundation, Co-Founder of AIDS Free World and author of *Race Against Time*.

Keep a Child Alive is an urgent response to the AIDS pandemic currently ravaging Africa and India. With 25 million already dead, the disease continues to wipe out whole societies, threatening economic infrastructure and devastating the family structure. There are currently 13 million AIDS orphans in Africa alone. Antiretroviral (ARV) treatment has transformed the lives of people with AIDS in the West, returning them to health from illness. However, millions of people with AIDS have no access to these lifesaving drugs. Keep a Child Alive is dedicated to providing ARV treatment to children and their families with HIV/AIDS in Africa and India by directly engaging the public in the fight against AIDS. KCA currently provides funding to 9 clinical and orphan care sites in 5 countries: Kenya, Rwanda, South Africa, Uganda and India; with previous projects in Ethiopia, Kenya, Mali, Zimbabwe and South Africa. Please visit our website for more information on the projects we are currently developing and funding: www.keepachildalive.org.

Please help make a difference by joining us at The Black Ball.

For more information please contact:

Danielle Spitzer T: (718)-965-1111 E: danielle@keepachildalive.org



Medicine for children & families

Keep a Child Alive
Board of Directors

Jon Baker
Chief Executive Officer
Geejam

Nicole David
Senior Vice President
William Morris Agency

Peter Edge
President
A&R/J Records

Jody Gerson
Co-President
Sony/ATV Music Publishing

Michael Guido
Managing Partner
Carroll, Guido & Groffman, LLP

Brooke Hammerling
Founder
Brew Media Relations

Michael Kempner
President and CEO
MWW Group

Wendy Laister
President
Magus Entertainment

Erika Rose
President and CEO
Revolutionary Entertainment LLC

Evan Vogel
Managing Partner
Night Agency

Susan Willis
Executive Producer
Cutting Room Films

David Wirtschafter
President
William Morris Agency

www.keepachildalive.org

