

March 24, 2010

UNICEF Tap Project Hosts Benefit in Los Angeles

The UNICEF Tap Project's goal is to raise awareness of Global Water Crisis. Donate a dollar and help others enjoy clean water.

By adriana garza
Event date: March 24, 2010



2010 UNICEF TAP PROJECT
LA BENEFIT CONCERT

MARCH 24
DOORS AT 7PM / CONCERT AT 8PM

THE ROXY THEATRE
9009 SUNSET BLVD. / WEST HOLLYWOOD

HOSTED BY:
COMEDIAN ERIC SCHWARTZ AKA SMOOTH-E

MUSICAL PERFORMANCES BY
ALYSSE FISCHER / GABY MORENO
THE MAKEPEACE BROTHERS

\$20 ADVANCE TICKETS / \$25 AT DOOR
www.ticketalternative.com/Events/10701.aspx

Your donation to the UNICEF Tap Project is a contribution to the U.S. Fund for UNICEF to support UNICEF's water, sanitation and hygiene programs, and the effort to bring clean and accessible water to millions of children around the world. For more information visit tapproject.org.

unicef TAP PROJECT united states fund

I (tap) LA, a benefit concert for the UNICEF Tap Project, brings a night of unforgettable entertainment for a good cause to the Roxy Theater, located at 9009 Sunset Blvd., West Hollywood, 90069 on Wednesday, March 24. Doors open at 7 p.m. and show begins at 8 p.m. Tickets are \$20 in advance, which can be purchased at www.ticketalternative.com/Events/10701.aspx, and \$25 at the door on the night of the event.

One hundred percent of the evening's proceeds will benefit the recipients of the 2010 UNICEF Tap Project campaign—an initiative that invites individuals to donate \$1 or more for tap water at participating restaurants or online at tapproject.org, to provide clean water to children around the world. This year's recipient countries include: Haiti, Togo, Guatemala, Central African Republic, and Vietnam.

"At a time when Americans are more concerned than ever about how they spend their hard earned dollars, it's essential to know that UNICEF's Tap Project continues to be a simple and truly affordable way to help the world's children," said Caryl Stern, president and CEO, U.S. Fund for UNICEF.

The benefit concert aims to bring people of all ages together to educate them about the world water crisis and foster the principles of philanthropic giving at all ages. Attendees can contribute to the success of this powerful, national campaign by simply enjoying a night out on the town at the UNICEF Tap Project Benefit Concert.

Scheduled to perform at the I (tap) LA benefit are:

Comedian Eric Schwartz aka Smooth-E serves as host for the evening. Alysse Fischer is singer-soul writer who will wow the audience as she did while touring with Atlantic Records recording artist Jason Mraz and lending her rich and smoky voice to his Grammy award-winning song "Lucky."

The Makepeace Brothers are known for their timeless and infectious harmonies and breezy, "front-porch rifts." Since completing their international tour "Music Magic Makepeace" with Mraz, the band continues to play to enthusiastic audiences around the US, Canada, and the UK.

Gaby Moreno, a 2006 winner of the John Lennon Songwriting Contest and winner of the Maxell Song of the Year, also wrote the original theme song for NBC's "Park's and Recreation," and lent her voice to the Oscar winning film "The Cove."

The UNICEF Tap Project is an internationally-recognized fundraising program that helps UNICEF raise awareness of the world water crisis and garner support to help the millions of children it impacts daily. This year's National Campaign Spokesperson for the UNICEF Tap Project is Pete Wentz of the band Fall Out Boy.

For more information about the Tap Project visit www.tapproject.org

About UNICEF

UNICEF has saved more children's lives than any other humanitarian organization in the world. Working in over 150 countries, UNICEF provides children with health care, clean water, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States.

UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress—the annual number of under-five deaths dropped from 13 million in 1990 to 8.8 million in 2008. But still, 24,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number zero by giving children the essentials for a safe and healthy childhood. For more information, visit www.unicefusa.org

About World Water Day

In December of 1992, the United Nations General Assembly declared March 22nd of each year World Day for Water. Countries were invited to devote the day to concrete activities such as the promotion of public awareness, conferences, round tables, seminars and expositions related to the conservation and development of water resources.