

## Hip-Hop Benefit Concert for South Africa

Written by Robert ID2556

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Featuring legendary hip-hop group The Black Eyed Peas, and presented by Miller Genuine Draft, The Peapod Benefit Concert is the first major philanthropic endeavor for The Peapod Foundation.

The Peapod Foundation was founded by the hip-hop group The Black Eyed Peas in association with the Entertainment Industry Foundation. The Benefit Concert for South Africa to be held Sunday, May 28, 2006 in Johannesburg Stadium, Johannesburg, South Africa will also help raise awareness for The Peapod Foundation's philanthropic work in the region.

The benefit concert is produced by Tony Feldman and Showtime Management, co-produced by Polo Molina of Grassroots Productions, and executive produced by Christine Hansen and Thirty-Three Productions, Inc.

The Peapod Foundation Benefit is headlined by two-time Grammy winning multi-platinum hip-hop artists, The Black Eyed Peas, who have achieved sales of nearly 17 million worldwide.

Inspired by their first trip to South Africa in 2004, this gift from The Peapod Foundation made possible by the support of Miller Genuine Draft, will bring the hip-hop group The Black Eyed Peas together to perform alongside acclaimed South African artists and dancers to deliver an entertainment experience of historical proportion.

"Two years ago we played to commemorate 10 Years of Freedom in South Africa and I made a promise that we would return to give a free show for the people who may never have the chance to get down and celebrate with The Black Eyed Peas, in the true spirit of The Peapod," said rap artist will.i.am of the hip-hop group The Black Eyed Peas. "It is with great pride that we bring The Peapod to South Africa thanks to the generosity of fellow Peas: Fergie, apl.de.ap, and Taboo, and our band Bucky Jonson, along with Miller Genuine Draft."

To ensure these tickets are distributed to the many that might not otherwise be able to participate in a concert event of this magnitude, alliances are being implemented with local newspapers throughout the region, in conjunction with a manual distribution system within local townships. Additionally, a portion of the tickets will be distributed via a text messaging campaign

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implemented by Miller Genuine Draft in association with The Peapod Foundation, to raise awareness and funds for the Shanduka Foundation and their Adopt-A-School Program.

Tickets will be available via a SMS system on a first-come first-served basis. To request tickets, the public will send an SMS with their name to 40410. Each SMS will cost R20, with the proceeds going to the Adopt-A-School program. Each successful applicant will receive a reply reference number which can then be redeemed at any Computicket outlet. Each reference number will give the applicant two tickets only, and references numbers are non-transferable. The Peapod Benefit Concert is an all-ticket affair. There will be no tickets available at the venue on the day of the event.

"The Peapod Foundation is committed to uniting people on a global scale, via the universal language of music, to bridge cultural boundaries and make a difference in our world," said Christine Hansen, CEO of The Peapod Foundation and President & CEO of Thirty-Three Productions, Inc. "We are unbelievably excited to deliver on our promise to South Africa, and sincerely thank Tony Feldman, Polo Molina, The Black Eyed Peas and the Miller Genuine Draft Company for the opportunity to bring our dream to reality."

Details of the affiliated charities will be announced soon. For more information on The Peapod Foundation please visit: [www.peapodfoundation.org](http://www.peapodfoundation.org) .

More information about The Peapod Foundation

The Peapod Foundation is a global leader in encouraging social change by uniting people through the universal language of music. Since its inception, The Peapod Foundation has worked to support social issues affecting children worldwide, including: Shelter/Housing, Starvation, Healthcare, Education, Poverty, and Music/Artistic Education. Founded by hip-hop rap artist will.i.am of legendary hip-hop group The Black Eyed Peas and Polo Molina of Grassroots Productions, The Peapod Foundation is a donor-advised fund of the Entertainment Industry Foundation (EIF), the philanthropic leader of the entertainment industry. The Peapod Foundation is run in association with Thirty-Three Productions and is based in Los Angeles, CA. ( [www.peapodfoundation.org](http://www.peapodfoundation.org) )

More information about Thirty-Three Productions, Inc.

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Thirty-Three Productions, Inc. is a unique event production, entertainment marketing and promotional agency created to merge the power of music, art, and media to unite the world. Founded by Christine Hansen in 1998, Thirty-Three Productions brings "dreams to reality" with branded media and entertainment properties including unparalleled benefit concert events on a global scale. Thirty-Three Productions was established in New York City and is based in Los Angeles, CA. ( [www.33productions.com](http://www.33productions.com) )

More information about the Entertainment Industry Foundation

As the philanthropic leader of the entertainment industry, the Entertainment Industry Foundation has distributed hundreds of millions of dollars -- and provided countless volunteer hours -- to support charitable initiatives addressing some of the most critical issues facing society today. Visit ( [www.eifoundation.org](http://www.eifoundation.org) )