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## **PARTY RESPONSIBLY - DO IT FOR CHARITY!**

Think entertainment. Think Austin-style. And think helping others.

That's the mission of Charity Partners of Austin, a new nonprofit philanthropy venture that will produce music and artistic events to raise money for area charities. The brainchild of current and former Dell employees already well-versed in Austin's volunteer and music/arts communities, CPA will be hosting events starting this summer as part of its inaugural season.

"We have a clear mission," says Alan Luecke, one of the founders. "We want to give as much as possible back to this great community. We want to take advantage of the awesome Austin music, arts, and cultural scene. We want affordable events we can sometimes bring our kids to. We want our performers to have as much fun as the audience. And, we don't want to wear a coat and tie!"

CPA is lining up its first season, which will include a variety of music and stage performances - everything from major touring groups to theater performances to family matinee shows featuring music and dance aimed at children.

The proceeds from these and other events will go to Austin-based charities through a formal grant process, focusing on established organizations helping underprivileged children and families, as well as those with a focus on cultural diversity and a tie to music/arts appreciation or education.

The first event of the season, "Live 2005, For the Kids," occurs on August 27-28 and will benefit Any Baby Can and Odyssey School. The events include an early show/dinner featuring legendary blues pianist, Pinetop Perkins, an evening show featuring Irma Thomas, the Queen of New Orleans soul, and a Sunday family matinee that includes Grupo Fantasma, Sara Hickman, and a fun lineup of music and activities for kids and families.

"Antone's is a big supporter of the idea of using Austin's amazing music scene to help raise money for charity," says Clifford Antone of the renowned Antone's blues club. "We've worked with these guys on fundraising in the past and look forward to more."

Bringing arts to the broad community is a key mission we all need to embrace," says Ken Stein, executive director of the Austin Theatre Alliance, which includes the Paramount and State theatres. "We applaud a group like CPA which can use its resources to not only produce an affordable, family-oriented show, but also donate the proceeds back to other nonprofits."

"In the current fundraising environment, there is a significant need for new organizations like CPA who can not only raise money, but more importantly can generate broad visibility and awareness of a nonprofit's organization and mission" says Jonathan Friedman, Development Director of Any Baby Can. "We have a term at Any Baby Can for individuals and groups like CPA

who can provide this type of support - we call them our 'Angels' - dedicated people who recognize the needs in our community and go all-out to help the organizations meet them.

Charity Partners of Austin founders are Kevin Kettler, chief technology officer at Dell Inc., and Jeff Savage and Alan Luecke, former Dell employees. All are active in multiple charity boards and activities.

For more information: [www.charitypartnersofaustin.org](http://www.charitypartnersofaustin.org).