



8409 Santa Monica Blvd.
West Hollywood CA 90069
p 323 822 4800
f 323 822 4880
la@id-pr.com

150 West 30th Street
19th Floor
New York NY 10001
p 212.334.0333
f 212.334.8444
ny@id-pr.com

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Press Contacts:
Chet Mehta (323) 822-4871
Shannon Sonnier (323) 822-4870

**VARIETY TO HONOR HOLLYWOOD'S
MOST PHILANTHROPIC YOUNG ENTERTAINERS AT THE
3RD ANNUAL VARIETY'S POWER OF YOUTH EVENT**

December 5th Honorees Include CORBIN BLEU, MIRANDA COSGROVE, JESSE MCCARTNEY, ANNALYNNE MCCORD, and KEKE PALMER

LOS ANGELES, CA (November 20, 2009)— *Variety* is pleased to announce the line up for their Third Annual *Variety's Power of Youth* event, dubbed the "World's Greatest Block Party," on Paramount Studios' "streets of New York" in Los Angeles on December 5th, 2009.

This year's event, produced in conjunction with *Variety's* annual Youth Impact Report, features an exclusive afternoon of festivities and live performances. The day will celebrate a select group of outstanding young entertainers, chosen to receive the *Variety's Power of Youth* "@15 Award"*, presented by Best Buy, who, through their efforts have made significant contributions to their chosen philanthropic and charitable causes. The guest list is comprised of 700 invite-only guests made up of the who's-who of under-25 actors, actresses, recording artists, and the children and families directly affected by *Variety's* two incredible 2009 beneficiaries – Starlight Children's Foundation and LA's Best. Starlight is a national in-hospital and outpatient program dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. LA's Best, a nationally recognized after school education, enrichment and recreation program, serves more than 28,000 children with the greatest needs and fewest resources throughout the City of Los Angeles.

This year's honorees include *High School Musical's* Corbin Bleu (for his work on behalf of the Starlight Children's Foundation), *iCarly's* Miranda Cosgrove (St. Jude Children's Research Hospital), Jesse McCartney (City of Hope), 90210's AnnaLynne McCord (The Blind Project) and *True Jackson* star KeKe Palmer (The Boys and Girls Clubs of America).

"Through the amazing support of the entertainment community and our generous sponsors, *Variety's Power of Youth* has had the fortunate opportunity of generating more than one million dollars to benefit the several charities this effort has supported over the past three years. It has helped to create a bedrock of social awareness within the next generation of entertainment," said Brian Gott, Publisher, *Variety*. "With the help of more than 200 young artists who are in a position to influence their peers and fans, we are able to raise real money to support real causes where there is a real need."

"We applaud *Variety* for proactively recognizing young people's philanthropic work through the *Variety's Power of Youth* program," said Jeff Peterson, director of community relations, "@15 shares *Variety's* commitment to highlighting the positive contributions teens make to our communities."

Variety's Power of Youth will be launching its annual auction on November 30th, 2009. The auction features such high-profile auction items including:

- Tour of the *True Jackson, VP* set on the Paramount lot, followed by lunch with star Matthew Shively

- 2 red carpet bleacher seats to the 2010 SAG Awards
- 4 tickets to Nickelodeon Kids' Choice Award
- Lunch with *Fame* star Naturi Naughton
- Walk on role in hit TV show *How I Met Your Mother*
- Round of golf with *Cory in the House* and *Zoey 101* stars Kyle and Chris Massey;
- Interview and star in a Tiger Beat photoshoot with *Hannah Montana: the Movie* star Lucas Till;
- Meet Joe Torre and catch a game with *Wizards of Waverly Place* star Jake T. Austin

For more information on the auction visit :

http://cgi3.ebay.com/ws/eBayISAPI.dll?ViewUserPage&userid=power_of_youth

For the second consecutive year, *Variety's* Power of Youth has a donation widget where fans can enter to win 4 tickets to the exclusive Los Angeles event via Facebook, Myspace and Twitter. Celebrity supporters have been embedding the widget on their personal websites, as well as promoting it on their Twitter, Facebook and MySpace accounts. To find and donate via the widget visit: www.variety.com/poy.

The goal of *Variety's* Power of Youth is to reach out to the next generation of entertainers and encourage them to support philanthropic and humanitarian causes – and to use their positions in popular culture to encourage the millions of people who look up to them to do the same. Celebrity supporters of the cause include the Jonas Brothers, Miley Cyrus, Kelly Clarkson, Hillary Duff, Angus T. Jones, Selena Gomez, Abigail Breslin, David Henrie, Dakota Fanning, AnnaLynne McCord, The Sprouse Brothers, Lil Romeo, Tyler James Williams, Jesse Eisenberg, Maggie Grace and many, many more.

Variety's Power of Youth 2009 is sponsored by Best Buy/@15, Electronic Arts (SIMS), Sony Playstation, Kyocera, Pizza Hut (Book it!), ABC Family, Coca-Cola, Radio Disney and Chipotle

About *Variety*:

Variety is the leading publication for entertainment news, recognized and respected throughout the world of show business. The *Variety* Group – *Daily Variety*, *Daily Variety Gotham*, *Weekly Variety* and *Variety.com* – are all owned by Reed Business Information (RBI), the largest business publisher in the U.S. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK and ENL).

About *Variety's* Power of Youth:

Variety's Power of Youth encourages the next generation of entertainers to support philanthropic and humanitarian causes and use their positions in popular culture to inspire their fans to do the same. Since its launch in 2007, the initiative has generated more than \$800,000 cash for charity thanks to the involvement of young stars such as The Jonas Brothers, Miley Cyrus and Selena Gomez. This year, we are thrilled to announce LA's BEST and Starlight Children's Foundation as our beneficiaries.

***About @15:**

Best Buy believes in the power of teens, and @15 is a new platform to connect with them, give voice to their perspectives, and invest our resources - including the energy and talents of our employees - to turn their ideas into action and support their efforts to lead social change. Teens bring passion and enthusiasm to tackling tough issues. They are also important to our business-they shop in our stores, and they're our future employees. There's a real opportunity to listen to and learn from what teens have to say As part of our outreach to teens, Best Buy worked with *Variety* magazine to establish the *Variety's* Power of Youth @15 Award designed to recognize youth for their efforts in making significant contributions to their chosen philanthropic and charitable causes. And through the @15 Fund, we continue to put the philanthropic power of @15 directly into their hands. To learn more, visit www.at15.com.

About LA's BEST:

LA's BEST- Better Educated Students for Tomorrow is a nationally recognized after school education, enrichment and recreation program serving more than 28,000 children with the greatest needs and fewest resources throughout the City of Los Angeles. LA's BEST After School Enrichment Program provides a safe haven for children ages 5 to 12 at 180 elementary school sites each day during the critical hours after school - at no cost to parents. Established in 1988, LA's BEST is a partnership including the City of Los Angeles, the Los Angeles Unified School District and the private sector. For more information, please visit www.lasbest.org.

About Starlight Children's Foundation:

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children's Foundation™ has dedicated itself to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

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