

FOR IMMEDIATE RELEASE

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**PLANET MAKE-OVER KICKS OFF YEAR LONG ENVIRONMENTAL INITIATIVE AT LAUNCH EVENT AND ENDOWMENT FUNDRAISER IN AUSTIN**

**AUSTIN** – JUNE 20, 2008 – Planet Make-Over (PMO), an Austin-based, non-profit, is initiating a strong effort to help raise both money and awareness to reverse the effects of global warming by hosting a Launch Event and Endowment Fundraiser, taking place on Sunday, July 20, 2008, at the Four Seasons Hotel from 6:00-9:30 p.m. Proceeds from the event will benefit The Endowment for the Arts, a fund that seeks to provide financial support and guidance to performing artists who are willing to evangelize Planet Make-Over's efforts to reverse global warming.

This star-filled evening will feature a cocktail reception to meet and greet the creators, producers, cast members, celebrities, performers, supporters and sponsors involved with this important undertaking. A four course dinner will be served followed by a short, high-impact introduction to Planet Make-Over. The entertainment portion of the evening will feature musical performances from Joe Ely, Delbert McClinton, Patrice Pike, Dale Watson and others. Audience members will also enjoy the sounds of a 12-piece band led by Planet Make-Over musical director, Stephen Bruton. The event will conclude with a silent auction featuring a "Lone Star Evening" at the Joe Ely Ranch and a chance to win a signed Fender Statocaster and private lessons from Eric Johnson.

This year's event boasts an impressive roster of participating celebrity endorsers, including guest appearances by Marcia Ball, Betty Buckley, Alejandro Escovedo, Jerry Harrison, Barbara K, Bill Paxton, Willis Alan Ramsey, Bruce Robinson, D.B. Sweeney, Kelly Willis, and Austin Mayor Will Wynn. Other participating sponsors that deserve special thanks for helping to make the Launch Event and Endowment Fundraiser a reality include the 501 Post, the Austin School of Music, Big House Sound Inc., FGSQUARED, FORMAX Group, niroomand works, Porter Novelli and Vinson & Elkins.

To purchase tickets and for more information about the event and Planet Make-Over, please visit [www.planetmake-over.org](http://www.planetmake-over.org) or call Planet Make-Over at (512) 535-5179.

**About Planet Make Over**

Planet Make-Over® is an interactive, entertainment driven, musician/celebrity-led, global movement to reverse the effects of global warming. The Planet Make-Over Foundation is a pending 501(c)(3) non-profit organization with a mission to convert climate concerned people's awareness into measurable action that enables the reversal of global warming.

Planet Make-Over is designed to deliver compelling and dynamic information to millions of people via the Internet and virally spread it across social media networks through the impact of celebrity driven entertainment content.

Because Planet Make-Over relies so heavily on the artist community around the world to ignite action and increase membership, the Planet Make-Over Foundation has created an endowment to assist and support artists in their efforts to contribute to the Planet Make-Over mission. These funds

will be used to further their ability to reach larger audiences and continually grow the membership base of the Planet Make-Over community.

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