



**FOR IMMEDIATE RELEASE**

**LIVE EARTH TEAM PICKED AS EXECUTIVE PRODUCERS FOR  
2009 GREEN INAUGURAL BALL**

**Musical Stars Power Green Ball Chaired By  
Former Vice President Al Gore**

**Washington, D.C. (January 9, 2009)** – Today the 2009 Green Inaugural Ball announces selection of Kevin Wall, Live Earth founder responsible for the 2007 Concerts for a Climate in Crisis featuring 150 artists, 24-hours of music, across seven continents to raise awareness for the solutions and challenges of climate change, as executive producer of the 2009 Green Inaugural Ball. Experts in developing high-profile multi-artist entertainment events with an environmental message, Live Earth was selected by the Organizing Committee to bring star-studded cachet to this year's event, an intimate evening featuring musical performances by world-renowned artists to be announced shortly. The 2009 Inaugural Green Ball celebrates the expanding network of diverse organizations, companies, and individuals committed to advancing our clean economy to create shared prosperity for all.

“The 2009 Inaugural Green Ball Organizing Committee and I hand-picked Kevin Wall and the Live Earth team to executive produce this year's event to ensure we deliver the best possible Green Ball befitting this historic occasion. It is my pleasure to be partnered with Live Earth again, as they are the experts in creating high-profile events that marry music star power with an important environmental message,” said the Honorable Al Gore.

The Green Inaugural Ball brings together more than 75 environmental, labor, business, civil justice, and community organizations and sponsors to celebrate the strength and diversity of those committed to creating the new clean economy that will repower, rebuild, refuel and restore America. This sold-out event is hosted by the Smithsonian American Art Museum and National Portrait Gallery and will take place at the Donald W. Reynolds Center for American Art and Portraiture on Monday, January 19th.

“Live Earth's mission is to leverage the power of music and entertainment to focus the world's attention on the most pressing environmental issues of our time and then actively affect change. I am deeply honored to be part of the 2009 Green Inaugural Ball celebrating renewable energy initiatives, the clean economy and protection of our natural heritage, and Live Earth will employ all of its expertise to deliver an amazing event worthy of this special celebration,” said Kevin Wall, Live Earth founder.

**About the Green Inaugural Ball**

The Green Inaugural Ball will begin at 7pm on January 19 at the Donald W. Reynolds Center for American Art and Portraiture to celebrate the inauguration of President-elect Barack Obama and Vice President-elect Joseph Biden. The Ball Host Committee includes over 75 organizations representing the breadth and depth of the community supporting and building the new clean economy, including environmentalists, labor, business, and civil justice groups. Learn more at <http://www.greenball2009.org>.

**About Live Earth**

On July 7, 2007, Live Earth: The Concerts for a Climate in Crisis became the largest global entertainment event in history, with simultaneous concerts in New York, London, Sydney, Tokyo, Shanghai, Rio de Janeiro, Johannesburg and Hamburg, and reaching an estimated audience of 2 billion people worldwide. As with the 07.07.07 first Live Earth event, with the Global Climate Crisis, Live Earth partners with former Vice President and recent Nobel Peace Prize winner Al Gore and his organization, The Alliance for Climate Protection, whenever dealing with the Global Climate Crisis. Live Earth's overall mission centers on leveraging the power of entertainment through integrated events, media, and experiences to ignite global movements aimed at solving the most critical environmental issues. <http://www.liveearth.org>.

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