

For Immediate Release

Contact: Heather Burgett at heather@theburgettgroup.com

UNITY FOR FOUNDATION KICKS-OFF “UNITY FOR PEACE” BENEFIT CONCERT WORLD TOUR ON FRIDAY, MARCH 12TH AT LOS ANGELES HOUSE OF BLUES

— All-Star Jam Raises Funds and Awareness for New Non-Profit Organization —

LOS ANGELES (March 13, 2010) The “Unity For Peace” Benefit Concert World Tour (unityfor.org) kicked-off in Los Angeles last night at the House of Blues on the Sunset Strip and the tour will continue throughout the U.S. and beyond, with the next concert in San Francisco in April. The Los Angeles event featured an eclectic gathering of international artists supporting the non-profit’s first cause: *Peace in the Middle East*.

The ongoing concert series is presented by the **Unity For Foundation (UFF)**, a new ethically-directed non-profit organization building a ‘unity community’ of caring individuals that will be empowered by a 100% financially transparent philanthropic web-platform designed to provide resources for individuals, activists, non-profits, NGOs and charities. UFF is addressing issues from humanity’s greatest challenges and is funded and globally promoted by rock concerts, grants, and online donations from the public.

The foundation has been designed to operate exclusively for the benefit of all people and does not allow contributions to be used for profit or personal benefit. UFF promotes peace, full transparency, innovation in philanthropy and financial sustainability for the non-profits of the world. Partners and sponsors include **Sandbag Productions, Sunset Pictures, Gibson and Hammond Central**.

The All-Star Jam Band comprised of legendary session and touring musicians included: **Ellis Hall (Tower of Power), Cal Bennett (Isaac Hayes, “Tonight Show”), Martin Guigui (John Lee Hooker, James Cotton), Jonathan Mover (Joe Satriani, GTR, Aretha Franklin), Scott Page (Toto, Supertramp, Pink Floyd), Corey Britz (The Calling, Dave Stewart) and Ched Tolliver**. Other musicians that joined the jam included: **Baraka (Fleetwood Mac, Live, Chris Izaak, Sting), Butch Norton (Lucinda Williams), actor Courtney Gains, Fee Waybill (The Tubes)** and rap stars Shyan Selah and **Qwes**, among others.

Special guests included **Donovan, Marcus Miller, Boo Boo Stewart (“The Twilight Saga: Eclipse), Tionne Williams (Universal Music), Tucker Smallwood (“Star Trek Voyager”) Wood Harris (“The Wire”), Qorianka Kilcher (“The New World”), Jennia Fredrique (“Passions”), Prince Ali (recording artist), Chris Bruno (“The Dead Zone”), Dian Bachar (“South Park”), and Dee Dee Pfeifer (sister of Michelle)**.

About Unity For Foundation

Founded in 2009 by entrepreneurs **Samuel Ing, Hatem Jabsheh, David Traub and Kindi Zakarni**, the Unity For Foundation is a concert-funded philanthropic entity dedicated to positive, constructive and quantifiable impact upon the world’s largest issues. The talents of director and musician **Martin Guigui** and actress/producer **Dahlia Waingort** are also leading UFF, which is working to virally build, unify and empower a Global ‘Unity Community’ that manifests this impact in an ethically directed and 100% transparent manner. UnityFor.org is a Fiscal Project of Inquiring Systems, Inc. (ISI). ISI is a California Nonprofit 501(c)(3) Corporation, founded in 1978. All donations made to Unity For Foundation are tax deductible.

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