

### **The Feast, Plus One Music Showcase**


The Feast and Plus One engage musicians to scale social change, one ticket at a time

The Feast is partnering with the non-profit Plus One to host a music showcase and workshop that empowers bands and celebrities to engage their fan-base for social change. Based on the power of collective impact, the idea behind Plus One is simple: one dollar from every ticket an artist sells goes to a cause they believe in. Arcade Fire kickstarted the movement in 2006 to support their lifelong commitment to Partners in Health. Over multiple years, shows, and tours the band raised hundreds of thousands of dollars and incredible awareness for their non-profit partnership. Now, Plus One makes it possible for other bands, artists, and ticket-based groups to use this simple model to raise consistent revenue and awareness for the causes they care about most. Along with their growing roster of artists (including The National, Local Natives, St. Vincent, Sufjan Stevens, and Chvrches), Plus One has raised over two million dollars, trained hundreds of outreach volunteers, and engaged thousands of fans in the movement for good.

"Plus One is about the power of collective impact. When you're playing music it's that same idea: reaching a new way of connecting with a group of other people and creating something incredible" says Marika Anthony-Shaw, Arcade Fire band member and Founder & President of Plus One.

Plus One will be curating a special music showcase at The Feast Impact East 2015, a large-scale event that brings together cross-disciplinary talent to address world-changing opportunities to innovate. Together, The Feast and Plus One will be inviting the best of the best from the musical world to bring the power of their music to create tangible impact around the issues that matter most.

"We are inviting the best talent out there to learn about and sign on as Plus One artists to turn the forty million tickets that are sold every year into a fundraising tool for the most important causes today," says Jerri Chou, Founder of The Feast. "Over time, this will create a massive impact and this is an opportunity for brands, partner organizations and bands to get in on the ground floor."



The Feast is inviting attendees to the showcase to RSVP by donating one dollar to communicate the Plus One approach. Attendees will be welcome to donate more if they wish. 100% of the proceeds will go to charity.

A special workshop will be hosted at The Feast Impact East where artists and management can learn about the model and how to make their shows Plus One. A special fundraiser will also be hosted to support Plus One itself.

Please email [rachel@rachelvandolsen.com](mailto:rachel@rachelvandolsen.com) for more PR information

Please email [zoe@feastongood.com](mailto:zoe@feastongood.com) about attending the workshop or fundraiser

### **About Plus One**

Plus One was born from the belief that harnessing and directing the energy of a passionate audience can be a powerful change agent.

Plus One grew out of the band Arcade Fire, who were looking for a way to give back and realized the power that lay with the most passionate and committed people they knew: their audience. By including and committing to a \$1 donation from every concert ticket sold, together with education and creative outreach, the band created a new community of support for the causes and organizations they cared about. From this success,

Plus One was formed to bring together artists, thousands of volunteers, and millions of concert goers together.

### **About The Feast**

We believe that people are more powerful than they realize. The Feast creates events and opportunities for people to use their unique talents to create a better future.

Since 2008, we've hosted the Impact East: a weekend-long interactive festival of ideas that joins together thousands of leaders, visionaries, trailblazers, and makers. Throughout the year, we engaged thousands of people from around the world through independently-organized dinners, rallying innovators around local issues, opportunities, and solutions. We have catalyzed mainstream campaigns, created new technology with the WhiteHouse and empowered thousands of people to take solutions into their own hands.

We bring together inspired people from across disciplines to connect, create, and celebrate social innovation and the power of human potential.