



FEAST IMPACT EAST EVENT ANNOUNCES ANDREW WK AS KEYNOTE; CONFIRMS 50+ PARTNER LINEUP

Media personality featured in experiential event; expanded programming bringing together CEOs, entrepreneurs, artists and musical guests to create world-changing innovation

New York, NY (September 10, 2015) – Since 2008, The Feast has curated experiences, events, and content that brings together cross-disciplinary leaders to create global change. This year, The Feast Impact East reimagines this experience by gathering over 3,000 innovators, collaborating with an extensive range of industry professionals, and creating new spaces for building action-oriented solutions.

Held on October 2-4, the event welcomes the public to realize their own goals and tackle today's biggest issues through provocative talks, interactive workshops, 1:1 mentor sessions, and innovative action pods that challenge attendees to learn through doing. This year's theme is **desire**; what is it and what do we actually desire - for ourselves, each other, and the world? And how do we use it as a creative force to make the world we want?

Keynote speaker Andrew WK will be bringing a unique and powerful voice to The Feast Impact. His desire to “party hard” inspires followers to find purpose through work, engage in meaningful adventures, and live life to the fullest. The Feast Impact aims to bring their community together to do the same. “We love Andrew WK for his uncompromising voice,” says The Feast Founder Jerri Chou. “He speaks his truth, lives his values, and uses his platform to promote living life like it’s a party. And we think the world could use a whole lot more of that.”

Impact East will also feature a slew of speakers and partners who will explore the future we desire and how to achieve it, including:

- General Assembly
- Cady Coleman & Jim Adams NASA
- Sarah Stillman, New Yorker
- Show of Force
- Gillian Ferrabe, Cirque du Soleil
- Sruthi Pinnamaneni, Reply All
- Rameet Chawla, Fueled
- 30 Weeks
- Albert Wenger, Union Square Ventures
- America Makes
- Craig Hatkoff, Tribeca Film Festival
- Nate Bagley, Loveumentary
- Kathryn Minshew, The Muse
- Dror Benshetrit, Dror
- Elena Brower, Yogi

The Feast Impact wraps up the community-driven weekend with a feel-good music showcase, featuring Soul Clap and Wolf and Lamb. A portion of the proceeds will go to non-profit partner Brooklyn Superhero Supply Store.

Impact East tickets are on sale today via ticket portal www.feastongood.com/tickets.

For more information, please visit www.feastongood.com.

For press inquiries, please contact Heidi Hamelin at info@heidihamelin.com.

ABOUT THE FEAST:

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

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