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BEEZAG RAISE \$3500 FOR CHARITY AT THE 2009 AMERICAN MUSIC AWARDS
With the Help of Celebrity Beezagers Demi Lovato, Aaron Carter, Colbie Caillat & More

New York, NY (November 24, 2009) –At GBK Production’s American Music Awards (AMA) Gifting Lounge, celebrities were not just receiving free give-aways, but instead they were giving-back to charity. This past Friday and Saturday (November 20th & 21st) in honor of the 2009 AMA’s, **Beezag** (www.beezag.com) the new invite-only web site where you earn money and rewards by simply watching targeted video ads, gave every celebrity who visited GBK’s AMA Gift Lounge and registered with Beezag, \$100 dollars to donate towards one of the three charities that were associated with the lounge. **Okobos** (www.okobos.com), **Global Green** (www.globalgreen.org), and **Environmental Media Association** (www.ema-online.org) were the three charities that each celebrity had the option to donate their first \$100 after becoming a Beezag member (aka *beezagger*). Overall, through the help of these new celebrity beezaggers, Beezag donated a grand total of \$3500 among the three eco-friendly charities.

After becoming an official *beezagger*, celebrities such as **La Toya Jackson**, **Aaron Carter**, *Twilight* star **Edi Gathegi**, **Candace Cameron**, *American Idol* judge **Kara DioGuardi**, *Ugly Betty*’s **Alec Mapa**, AMA nominee **Anthony B.**, **D. Woods**, *Weezer*’s **Scott Shriner** and more, all chose to donate their \$100 to **Okobos**. As a result, **Beezag** made a generous donation of **\$1,500** to **Okobos**, the charitable foundation who’s mission is to serve children in impoverished communities by creating a marketplace that generates not only awareness, but provides the basic needs of food, water, medical care, shelter, and emotional & spiritual support. **Okobos** strives to help children all over the world realize their potential.

The celebrities who chose to support **Global Green** included ‘tween sensation **Demi Lovato**, **Karina Smirnoff** & **Maks Chmerkovskiy** of *DWTS*, *Housewives of Atlanta* **Kim Zolciak**, band-mates of **Day 26** (band formed by winners of MTV’s *Making of the Band*), pro-snowboarder **Louie Vito**, season 8 *American Idol* contestant **Jackie Tohn**, and more. **Beezag** made a donation of \$1000 to Global Green USA, a national environmental organization that merges innovative research, cutting-edge community-based projects and targeted advocacy to create a sustainable future. The organization has written and implemented green building, energy efficiency, and solar power guidelines in addition to legislation and incentives at the local, state, and federal level.

Lastly, the celebrities who donated to **EMA** included recording artist **Colbie Caillat**, *Melrose Place*’s **Brandon Pierce**, *Project Runway* winner **Jeffrey Sebelia**, *American Idol* finalist **Elliot Yamin**, **Julia Anderson**, **Brittany Flickinger** (winner of **Paris Hilton**’s *My New BFF*) and more. With this celebrity support, Beezag also made a donation of \$1000 to EMA, a non-profit that mobilizes the entertainment industry in a global effort to educate people about environmental issues and inspire them to take action. Linking the power of celebrity to environmental awareness, EMA’s work is

widespread, from subtle messaging on screen (film/TV) to promoting sustainable lifestyle choices through celebrity role modeling and educating influential people on the power of "green." Through it all, EMA's goal is inspiring the path to a healthier planet.

Just like these celebrities, as a beezagger, you earn cash and rewards by watching targeted commercials on your *iPhone*, *Blackberry* or online and can donate your earnings to any charity of your choice. If the charity route is not best for your wallet, members also have the option to 'cash-out' their Beezag earnings directly into their personal bank account, into Beezag's very own music store similar to *iTunes*, as well as into their *PayPal* and/or *Amazon* account. Just think of Beezag as keeping you in the know of all the latest and greatest products, events and happenings. Beezag is changing the world of advertising, as hundreds of advertisers are now seeing that laser focused advertising provides a much higher ROI. In fact, the system is so over subscribed by users that the waitlist to get in had to be closed.

About Beezag:

Beezag is a privately funded company headquartered in New York City's bustling Chelsea neighborhood. Its founders had an epiphany when they set out to create a revolutionary philosophy for the only effective way to advertise in this info-laden age: through the targeted delivery of customized video ads to vetted and invited individuals in real time through any Internet-capable device. www.beezag.com