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## **DE BLASIO ADMINISTRATION, SPEAKER MARK-VIVERITO JOIN GOVERNORS BALL MUSIC FESTIVAL TO ANNOUNCE MAJOR DONATION TO EAST HARLEM RELIEF FUND**

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*Three -Day, Homegrown Festival Kicks off Tomorrow With Significant Community Partnerships*

**June 5, 2014 (Randall's Island, NY)**- The de Blasio Administration and New York City Council Speaker Melissa Mark-Viverito today joined the founders of Governors Ball Music Festival to announce a \$10,000 donation to the Mayor's Fund to Advance New York City in support of East Harlem recovery efforts. The contribution, which was facilitated by the Speaker, will help East Harlem families who have been displaced due to a massive building explosion and collapse in March.

Governors Ball, the city's only homegrown music festival, will kick off its fourth year of concerts and third year on Randall's Island tomorrow. Founded by three New Yorkers, the festival seeks to bolster other local organizations that contribute to the positive vibe, safety and overall success of the weekend. The festival will also promote the Mayor's Fund ongoing fundraising efforts for East Harlem victims by encouraging the festival's 120,000 ticketholders to contribute via the Mayor's Fund website for a chance to win tickets to next year's Governors Ball festival (visit [www.nyc.gov/fund](http://www.nyc.gov/fund)).

"Only four years in, the Governors Ball has already become one of New York City's destination events," said **Mayor Bill de Blasio**. "Along the way, they haven't forgotten the people that helped them get where they are. They have continued to give back to our city. From the New York Police and Fire Widows' and Children's Benefit Fund to the Union Settlement to the Mayor's Fund, the Governors Ball's philanthropic initiatives have touched New Yorkers all over the city."

"I thank the Governors Ball for this generous contribution to the Mayor's Fund," said **First Lady Chirlane McCray, Chair of the Mayor's Fund**. "Although it is nearly three months since the explosion, families are still rebuilding their homes and lives, and we must not forget them."

"I'm proud to stand alongside Governors Ball Co-Founder Tom Russell, Union Settlement, Hot Bread Kitchen, the Mayor's Office and representatives from local organizations that serve the vibrant communities of El Barrio and the South Bronx as we announce enhancements that will make the Governors Ball Music Festival an event that works for and with New Yorkers to support positive causes we all believe in," said **City Council Speaker Melissa Mark-Viverito**. "The Governors Ball generous \$10,000 donation will go a long way in supporting East Harlem recovery efforts and I thank the event organizers for their efforts to make this festival an event that will help benefit our City long after the music stops."

"NYC Parks is pleased to welcome the Governors Ball music festival this weekend to Randall's Island for its third consecutive year," said **NYC Parks Commissioner Mitchell J. Silver, FAICP**. "We thank Founders Entertainment for their generous donation to the Mayor's Fund and appreciate their commitment to helping those most affected by the building explosion from this past March. Their partnership with the City of New York and the Randall's Island Park Alliance will engage concertgoers while helping to restore our community."

"We recognize the opportunity our hometown provided three young music lovers and we want to make sure we can share our success with the communities and the people who have made this all possible," said **Governors Ball co-founder Tom Russell of Founders Entertainment**. "When we saw the devastation the explosion caused in March, we approached the City about ways we could help and are proud to make this donation to families who are still struggling. The Mayor's office, the Mayor's Fund, Speaker Mark-Viverito and the Randall's Island Park Alliance have been incredibly supportive and we can't wait to put on a great show for them and more than 120,000 music fans this weekend to say thank you!"

In addition to the donation to the East Harlem Fund, Governors Ball is also donating a percentage of ticket sales to the New York Police and Fire Widows' and Children's Benefit Fund (Benefit Fund), an organization that supports families of police, firefighters and EMTs killed in the line of duty. Governors Ball has also hired more than 100 local residents for temporary jobs created by the festival and will feature more than two-dozen local food and beverage providers. Fifteen of the bands featured this year are New York acts.

**Arielle Lenza Di Ciollo, Director of Development for the New York Police and Fire Widows' and Children's Benefit Fund** said, "The Benefit Fund is pleased to be selected as the official charity partner for the Governors Ball Music Festival. The Benefit Fund is a non-profit organization that assists the families of New York City first responders killed in the line of duty. When these heroic men and women answer the call of duty and make the ultimate sacrifice, we step in to provide financial assistance, a network of support, and

special gatherings for the families they left behind. We couldn't be happier with this partnership. With their assistance, we will be able to raise even more awareness of our mission to support our beneficiaries."

"I want to thank Tom Russell, Founders Entertainment and the other Governors Ball organizers and sponsors," said **David Nocenti, Executive Director of Union Settlement Association**, the oldest and largest social service provider in East Harlem. "The donations to the victims of the March 12 gas explosion, job opportunities and other actions show their clear commitment to ensuring that the East Harlem community benefits from the music festival, and that commitment is deeply appreciated."

"We applaud Founders Entertainment and the Speaker for bringing this global-caliber event to El Barrio and working hard to engage local vendors to magnify the economic impact in this community," said **Jessamyn Rodriguez, Founder and CEO of Hot Bread Kitchen**. "Lucky concertgoers can dance with abandon knowing that their lunch purchase is supporting local efforts to create better lives for low-income women through Hot Bread Kitchen's training programs."

A full list of community partnerships is below:

**East Harlem Explosion Response:**

In an effort to help the Mayor's Fund ongoing support for the victims of the East Harlem explosion and building collapse, Founders Entertainment will make a seed donation of \$10,000 and encourage patrons of the festival to donate via the Mayor's Fund website at [www.nyc.gov/fund](http://www.nyc.gov/fund). Donations of \$10 or more made before Sunday at midnight will automatically be eligible for two VIP tickets for next year's festival as well as event merchandise, courtesy of Founders Entertainment.

**New York Police & Fire Widows' & Children's Benefit Fund Donation:**

Founders Entertainment has earmarked revenues from ticket purchases to be donated to the New York Police & Fire Widows' & Children's Benefit Fund. They have already donated concert tickets and will donate event merchandise as well. Please stop by the Tent at Center Area of Main Stage Field to visit with volunteers and learn more about this non-profit organization. They will be selling "Answer the Call" tote bags and accepting donations at the table. Donations may also be made to the Benefit Fund through a texting campaign at the Festival. Please visit [www.answerthecall.org](http://www.answerthecall.org).

**Community Jobs and Internships:**

Founders Entertainment is promoting local hiring for its cleaning company, Clean Vibes, and other festival positions by working with Union Settlement and Jobs Plus, a training and jobs placement program based in NYC Housing Authority developments, specifically Jefferson Houses in East Harlem and Millbrook Houses in the South Bronx. It expects approximately 100 local community hires. The event is also sponsoring a college

internship program for "on the job training" in the areas of artist relations, security and logistical support for the event.

**Community Group Showcase:**

The Governors Ball is raising the awareness of local social service organizations Union Settlement and Hot Bread Kitchen by offering them a booth at the festival free of charge where they can distribute their materials, sell their products and showcase their mission and services to thousands of concertgoers.

**Union Settlement Field trip:**

Founders Entertainment is organizing a field trip to Governors Ball for 15 teenagers from the East Harlem Union Settlement. The trip will provide them with an insider's view of the music industry and concert promotion and allow them to learn about and observe the professional opportunities associated with both.

**Hot Bread Kitchen:**

The Governors Ball is supporting Hot Bread Kitchen, a local social enterprise that provides workforce development for low-income minority women, by making them the preferred bread vendor at the event. Look for vendors that have signage about HotBread Kitchen, and you can be sure that your sandwich, burger, or taco will be served on the freshest multi-ethnic breads from El Barrio.

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