

**FOR IMMEDIATE RELEASE**

**MTV AND CLINTON GLOBAL INITIATIVE TO HOST BONO, CHRIS ROCK,  
ALICIA KEYS AND SHAKIRA FOR YOUTH ACTIVISM  
DISCUSSION AND CONCERT**

*“Giving - Live at the Apollo” Scheduled for September 29 at the Historic Apollo Theater*

**NEW YORK, NY – September 21, 2007** – MTV and the Clinton Global Initiative (CGI) will host a roundtable discussion on the state of affairs of youth activism later this month in New York City, bringing together a panel of icons and change makers that will include President Clinton, Bono, Chris Rock, Alicia Keys, Shakira, and Christina Norman, President of MTV. As part of the special event, “CGI and MTV present: Giving – Live at the Apollo,” each individual will discuss their efforts to influence change on pressing social issues and invite young people to partner with them on a new initiative – designed to improve communities nationwide and make a difference in the lives of people living in the poorest places on the planet.

The conversation will take place on September 29th at Harlem's historic Apollo Theater and be moderated by MTV News correspondent Sway Calloway. “Giving – Live at the Apollo” will also showcase show-stopping live performances from Alicia Keys and Shakira. The discussion and concert will be webcast live on Think.MTV.com, ONE.org and keepachildalive.org, with a special on the day's events to be later broadcast on MTV, mtvU and MTV Tr3s.

The Clinton Global Initiative, a nonpartisan project of the Clinton Foundation, is a three-day annual conference that seeks to find innovative solutions to some of the world's most pressing challenges. CGI and MTV are committed to empowering young people with the tools to play an important role in addressing the challenges we face through community service and youth activism.

Other proud sponsors of this event include ONE: The Campaign to Make Poverty History ([one.org](http://one.org)), a coalition of more than 2.4 million Americans banded together to end to extreme global poverty and preventable disease; “Keep a Child Alive,” which provides life-saving AIDS medicines directly to children and families with HIV/AIDS in Africa; and ALAS (“Wings” - [fundacionalas.org](http://fundacionalas.org)), a coalition of artists, intellectuals and entrepreneurs dedicated to improving the health and education of Latin American children.

“CGI and MTV present: Giving – Live at the Apollo” represents an important milestone for thinkMTV, the umbrella for MTV's on-air, off-air and online pro-social campaigns that engage, educate and encourage young people to take action on some of the biggest challenges facing their generation. The backbone for MTV's pro-social efforts is Think.MTV.com, a new online community where young people, their friends and some of the biggest names in pop culture come together to effect positive social change.

The Think Community is dynamic, multimedia-driven and enables youth to easily learn more about the issues that matter to them most, share their opinions – via uploaded online videos, podcasts and blogs – and connect with others to make a difference. The site is one of the only to reward members for positive actions taken online or off, serving up chances to hang out with socially conscious celebs, access to exclusive MTV events, exposure on MTV and other national media outlets, as well as grants, scholarships and more. Think.MTV.com was built with the help of financial support and expertise from founding partners the Case Foundation, Bill & Melinda Gates Foundation, Goldhirsh Foundation and MCJ Amelior Foundation. For more information or to build a profile and become involved, visit Think.MTV.com.

“CGI and MTV present: Giving – Live at the Apollo” is produced by LiveNation.

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