



*For Immediate Release*

## ***NEWS RELEASE***

### **GRAMMY® Charity Online Auctions Hit A High Note**

#### ***Launch Of New Auction Series Celebrating The 50th Annual GRAMMY Awards***

**SANTA MONICA, Calif. (Sept. 18, 2007)** — MusiCares® and the GRAMMY Foundation® today announced that the GRAMMY® Charity Online Auctions program — produced and executed by MusiCares and the GRAMMY Foundation in partnership with Kompolt Online Auction Agency — has raised more than \$2 million to date for the health and human service programs of the MusiCares Foundation® and the music education and preservation programs of the GRAMMY Foundation. The program also has launched a new season of online auctions beginning today.

Since its inception in 2001, the program has expanded from one to two annual auctions to an eight-auction series that runs throughout the year on eBay at the GRAMMY Charity Online Auctions store located at [www.ebay.com/grammy](http://www.ebay.com/grammy). The auctions feature celebrity-signed memorabilia and once-in-a-lifetime VIP experiences. They have all the elements of a high-end online event: quality production, bidder-prequalification, widespread promotion, professional fulfillment and enhanced customer service.

"In addition to the financial benefit for MusiCares and the GRAMMY Foundation, this program also raises awareness of the important work of each Foundation," said Recording Academy President/CEO and MusiCares and GRAMMY Foundation President Neil Portnow. "The funds raised directly support the services we provide, so everyone benefits."

In the 2006/2007 fiscal year, GRAMMY Charity Online Auctions hit a high note with record sales of more than \$542,000; this figure represents a 25 percent growth over the prior year and a 781 percent growth since its inception. An additional \$120,350 was also raised in fiscal year 2006/2007 by auctioning a Mercedes-Benz S600 generously donated by the Rolling Stones. Between the About Me Pages (promotional landing pages) and Listing Pages, the auction site received more than 655,860 unique page views, which is a 109 percent increase over the prior year.

"Our partnership with the GRAMMY Charity Online Auctions has been one of the most rewarding experiences in our six years of running online campaigns," said Jenny Kompolt, founder of KOMPOLT online auction agency. "We're very pleased to have helped the program grow, and can't wait to reach new heights as we celebrate the GRAMMYS' 50th anniversary year."

GRAMMY Charity Online Auctions will join in the celebration of the 50th Annual GRAMMY Awards by presenting a series of auctions that offer a variety of GRAMMY experiences and memorabilia. The first of this series is a boutique auction that runs now through Sept. 27 and features a 50th Annual GRAMMY Awards Platinum Ticket package as well as very unique opportunities to actually participate in the show. This auction will also unveil the GRAMMY Charity Online Auctions site design makeover, which provides for easier navigation and more interactivity.

**-more-**

## GRAMMY Charity Online Auctions

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### Upcoming auctions include:

#### **Today–Sept. 27 — 50th Annual GRAMMY Awards VIP Experiences Auction** (round one)

Features a GRAMMY Platinum Ticket package and unique GRAMMY VIP experiences including the chance to be a GRAMMY VIP seat filler, a GRAMMY VIP mosh pit participant or to go backstage during GRAMMY rehearsals to work with the GRAMMY charity backstage signings team to secure autographs from the show's celebrities.

#### **Nov. 26–Dec. 6 — 4th Annual GRAMMY Charity Holiday Auction**

Features a large variety of celebrity-signed memorabilia from Earth, Wind & Fire, B.B. King, Brooks & Dunn, Taylor Hicks, Lil' Kim, Ozzy Osbourne, Bonnie Raitt, Slash, Steven Tyler and more — plus VIP show experiences from David Copperfield and Barry Manilow, GRAMMY VIP experiences and more!

#### **Jan. 7–Jan. 17 — 50th Annual GRAMMY Awards VIP Experiences Auction** (round two)

Features the program's final 50th Annual GRAMMY Awards ticket and experience packages available before show time in February.

#### **Feb. 5–Feb. 21 — 50th Annual GRAMMY Charity Online Auction**

Features a large variety of celebrity-signed memorabilia, GRAMMY memorabilia, VIP experiences and the very first offering of a GRAMMY VIP experience to attend the 51st Annual GRAMMY Awards Telecast.

Established in 1989 by The Recording Academy®, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit [www.musicares.com](http://www.musicares.com).

The GRAMMY Foundation was established in 1989 to cultivate the understanding, appreciation and advancement of the contribution of recorded music on American culture — from the artistic and technical legends of the past to the still unimagined musical breakthroughs of future generations of music professionals. The Foundation accomplishes this mission through programs and activities that engage the music industry and cultural community as well as the general public. The Foundation works in partnership year-round with The Recording Academy to bring national attention to important issues such as the value and impact of music and arts education and the urgency of preserving our rich cultural heritage. For more information, please visit [www.grammyfoundation.com](http://www.grammyfoundation.com).

GRAMMY Charity Online Auctions are presented in partnership with Kompolt. The original online auction agency, Kompolt ([www.kompolt.com](http://www.kompolt.com)) is a marketing agency that concentrates on promoting brands and building brand trust through high-profile, high-value charity auctions through the eBay Giving Works program powered by MissionFish. Nonprofits, agencies, and top brands turn to Kompolt to design, create and manage the eCommerce segments of their Cause Marketing and other promotional campaigns.

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#### **Media Contact:**

Christina Cassidy  
The GRAMMY Foundation/MusiCares  
310.392.3777  
[christina.cassidy@grammy.com](mailto:christina.cassidy@grammy.com)

#### **Auction Contact:**

Kelly Burgos  
The GRAMMY Foundation/MusiCares  
310.392.3777  
[kelly@grammy.com](mailto:kelly@grammy.com)

