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President Obama's *United We Serve Campaign*, Music Industry Powerhouses, Students and Local, National and International Businesses Generously Support Boston Rockers

Last Public Service Initiative to be Hailed by U.S. Senator Edward M. Kennedy

BOSTON—September 3, 2009—Boston-based rockers, **Thirteen Yards to Victory (13 YTV)**, ranging in age from 18-22 years old, today announced the many diverse partners supporting their massive community service project and campaign designed to raise revenue for economically crippled arts and music programs in public and private schools nationwide via their *American Dreamers* EP and *I'm an American Dreamer* campaign.

Inspired by President Barack Obama's *United We Serve* initiative and The Edward M. Kennedy Serve America Act, **13 YTV's** project is designed to tap into the diversity that is America while providing a measurable financial impact on music and education programs across the United States, the District of Columbia and the U.S. territories.

In a written statement released two weeks prior to his death, and believed to be his last public comments on community service initiatives, Massachusetts Senator Edward M. Kennedy commended **13 YTV** for responding so well to President Obama's call to community service. He wrote in part, "The *I'm an American Dreamer* project demonstrates the band's strong commitment to help America meet its most pressing challenges by putting their talents to work for communities across the country."

On Tuesday, September 15, 2009, **13 YTV** will release an EP titled *American Dreamers*, made available through on-line digital distributor TuneCore, and will kick off their campaign, calling on everyone everywhere to declare his or herself an *American Dreamer* and enter a contest on a state-by-state basis to win money for his or her home state to support arts and music education programs in a school district of his or her choice.

Speaking for all five members of the band, their manager, President and CEO Frederick J. Balboni, Jr. of the Balboni Communications Group, LLC said, "All of the guys in **13 YTV** are humbled, honored and very grateful to be teamed up with our amazing community focused partners. **13 YTV** is looking forward to making a true difference in the lives of their peers by bringing people together through the power of the universal language of music."

Meet Our Partners:

Ken Lewis

In the last 18 years, Ken Lewis has accumulated a Diamond album, 48 Gold and Platinum albums and singles, 28 #1 albums, and his work has graced projects racking up six Grammy wins and a total of 20 Grammy nominations, including "Album of the Year" three times (once as a songwriter) and "Record of the Year" once. He has worked on six #1 albums in the last 13 months. Ken's studio, where the *American Dreamers* EP was partially recorded and mixed, also has been a part of 11 Grammy nominations.

Your Dreams are Our Goals



What is much more telling is the vast range of different hats worn and genres traversed in pursuit of his career. Ken Lewis is a Grammy-winning songwriter, mixer, musician and vocalist. He also is a Platinum producer. Some of the very wide array of artists Ken has worked with include Kanye West, Fall Out Boy, Lenny Kravitz, Mariah Carey, Mary J. Blige, Usher, Soul Asylum, CeCe Winans, Danity Kane, The Beastie Boys, John Legend, Rain (Asia), Bounty Killer, Beenie Man, Shaggy, David Byrne, DMX, Jay-Z, Cheetah Girls, Janet Jackson, Foreigner, Aretha Franklin, Diana Ross, Public Enemy and the list goes on.

The Hard Rock Café Boston

As part of their ongoing commitment in support of new music, Boston's Hard Rock Café is joining this community initiative by completely and generously sponsoring **13 YTV's** red carpet, celebrity-filled EP release party inside The Cavern Club on September 13, 2009, at 6 p.m.

The Hard Rock is picking up 100% of the cost of security, sound, lights, etc. You name it, they're covering it.

With a total of 156 venues in 52 countries, including 127 cafes and 11 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. For more information on Hard Rock International, visit www.hardrock.com.

Highway 51 Productions (video production)

Young, Boston-area filmmakers who are contributing 100% of their talents and production company resources to co-produce, shoot and edit the music video for the *American Dreamers* title track. Band member Vinny Prezioso's first cousin Joseph Prezioso, a critically acclaimed wedding photographer, is a principle in the video production company along with Andrew Cardinale and Barry Kaplan.

College Senior John Datsarakis

John Datsarakis is a 21-year-old senior at Boston's highly regarded Suffolk University who produced an introductory documentary that will be used to bring **13 YTV** on stage at the Hard Rock release event.

Datsarakis also edited the debut version of the *American Dreamers* video.

James Pickett

James Pickett (www.jamespickettphotography.com) James Pickett is an internationally recognized professional photographer specializing in music and fashion photography. The New York-based Pickett has been published in several publications both as an editorial and a commercial photographer. He has been hailed as "an emerging talent exploding into the industry with a keen eye, unparalleled drive, and a unique ability to shoot any subject anywhere with flair and personality."

Ginkgo Consulting

Ginkgo Consulting (www.ginkgoconsulting.com) Owner Lara Kulpa designed and developed the Web site for the EP launch and *I'm an American Dreamer* Contest. Ginkgo Consulting is a full-service Web development and consulting firm specializing in design, internet marketing, promotion and social media.



Club Café Boston

Boston's premier gay bistro and nightclub Club Café, was the site of **13 YTV's** concert footage for the *American Dreamers* video. Frank Ribaud, owner of Club Café writes, "We have grown and changed with the times; from the days of sitting on big stuffed sofas, sipping Dom Perignon while watching episodes of Dynasty, to celebrations with cast members from some of Broadway's top traveling shows, to raising hundreds of thousands of dollars for the fight against AIDS, to raising awareness about and affecting changes to all sorts of laws protecting us from discrimination and finally culminating with the passage of the marriage equality act.

Zara Clothing

This international clothier provided the clothing worn by **13 YTV** in the production of its *American Dreamers* video. Zara stores are located around the world with more than 1,500 sale points in 71 countries. So, while competitors outsource production to Asia, Zara makes its most fashionable items and distributes them to its own stores located in all big cities worldwide. An average Zara clothing store is over 1500 square meters of pure up-to-date fashion.

Zara clothing brand has a strategy of launching and distributing a new product to the stores in only two weeks dealing with over ten thousand clothing items a year. As a result, Zara stores fully change their clothing items every month. In the UK alone Zara has its stores in 48 cities, making the brand the most popular global retailer in the country.

Jan Saragoni and Carol Beggy

Former *The Boston Globe* Reporter and Editor Carol Beggy and PR practitioner Janice M. Saragoni of Saragoni and Company of Cambridge, Mass., are providing marketing and public relations support.

Saragoni is a Boston native with more than 20 years experience in business development, media relations, relationship building and marketing. Her eponymous firm's experience in diverse business environments provides clients the ability to develop and implement effective communications strategies and build important relationships that allow them to realize their goals.

Beggy left *The Boston Globe* in 2008 after more than 10 years as a writer and editor. While at the *Globe*, Carol was the founding editor of the *Globe West* section, was a co-author of the Names column and wrote the popular column On Location, which appeared on the cover of the *Globe's* Sunday Real Estate section. Beggy also has collaborated on numerous books and was a part of the *Boston Globe* team that produced "Ted Kennedy: Scenes from an Epic Life," a 200-page book culled from the extensive archives of the *Globe* that was released by Simon & Schuster in March 2009.

The Center for Digital Imaging Arts at Boston University

The Center for Digital Imaging Arts at Boston University provided us with David Lussier, a live audio graduate/intern to work with **13 YTV** during rehearsals. The Center offers extensive, practical, hands-on, career-oriented education and training in the rapidly emerging digital arts fields of digital filmmaking, photography, 3D animation, graphic & Web design, audio production, and Web development. The Center for Digital Imaging Arts at Boston University has two conveniently located campuses in Waltham, Mass., and Washington, D.C.



About TuneCore

TuneCore is all about getting your music heard and available to buy. TuneCore wants artists to earn money from their music and make a living doing what they love. TuneCore believes that all artists and bands should have equal access to the channels of music distribution, the physical and virtual stores alike.

About JamSpot

JamSpot generously donated rehearsal space for **13 YTV** to practice their live show. JamSpot is one of New England's largest, professional music and entertainment services companies. Founded in 2003, JamSpot provides top label artists, local musicians and recreational players with a range of acoustically designed, fully equipped, sound studios for tour production, rehearsal, recording, education and performance. For more information, please visit www.jamspot.com.

United We Serve

United We Serve is a nationwide service initiative that will help meet growing social needs resulting from the economic downturn. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth. This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects. *United We Serve* is an initial 81 days of service but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

About Holland & Knight LLP

Holland & Knight has an extensive Entertainment Law Practice, which includes the representation of entertainment industry clients in all areas of music, film and television. Our entertainment industry clients include individuals and companies, both domestic and international, involved in recorded music; feature films; television stations and networks; print and music publishing; fashion design and distribution; music, film and video production; artist management; radio, television and print journalism; cable systems; and theme parks, theme restaurants and attractions.

About Blouin & Company, Inc.

Blouin & Company, Inc. is a financial-business management firm specializing in providing accounting, tax and consulting services to high net worth individuals and their families. Mr. Blouin's firm provides "Family Office" and "Personal CFO" services to a number of successful and prominent individuals and their families, including business owners and CEOs, professional athletes and high-profile individuals in the entertainment and media industries.

About the Balboni Communications Group, LLC

The Balboni Communications Group, LLC, or the BCGroup, was founded in the spring of 2004 as an artist management and full service public relations agency headed by entrepreneur, veteran broadcast journalist and publicist Frederick J. Balboni, Jr. Its corporate headquarters are located just north of Boston with an additional office near Albany, N.Y. Visit www.balbonicg.com for more information.



About Thirteen Yards to Victory

13 YTV includes Anthony DiPerri (20, Vocals, Keys), Vinny Prezioso (19, Guitar, Vocals), Thomas Iannello (21, Guitar, Vocals), Ryan Passariello (18, Drums) and Dave Rossi (22, Bass) of Saugus, Mass., and was formed in late 2005. During its brief time on the music scene, the band has performed during the Boston date of the internationally acclaimed Vans Warped Tour in 2007, has covered 29 states via three independent national tours and has recorded under the auspices of acclaimed drummer Kenny Aronoff (Melissa Etheridge, John Fogerty and Smashing Pumpkins).

Through the massive popularity of its MySpace Music page (www.myspace.com/thirteenyardstovictory), **13 YTV** has amassed tens of thousands of fans spanning the globe. The phenomenal Internet buzz created has caught the interest of indie and major labels alike.

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