

## **LIVE NATION ENTERTAINMENT AND (RED)<sup>™</sup> JOIN FORCES ONCE AGAIN TO RAISE MONEY FOR THE GLOBAL FUND TO FIGHT AIDS**

*– Six-Week Campaign Runs on Ticketmaster.com, Ticketmaster.ca and LiveNation.com –*

*– Fans Can Donate Up to \$25 to Help Fight AIDS –*

### **LOS ANGELES (April 30, 2014) –**

From now until June 10, Live Nation Entertainment will work once again with (RED) to raise awareness and money for the Global Fund to fight AIDS. Fans can take action locally by donating up to \$25 when purchasing tickets on the Ticketmaster.com, Ticketmaster.ca and LiveNation.com websites.



“When we first worked together in 2013, we created nearly 100 million impressions and raised more than \$130,000 for (RED), through the power of music, sports and live entertainment fans across the world,” said Live Nation Entertainment CEO and President Michael Rapino. “Now, we want to take it a step further and see if we can double these numbers in 2014. So many people see the importance of coming together to help begin the end of AIDS, and we want to do our part in helping to deliver an AIDS Free Generation in our lifetime. I look forward to seeing everyone work together to pull off this critical campaign.”

Fans purchasing tickets to select live entertainment, sports, theater, family and music events can support (RED) and the critical work of the Global Fund by making monetary contributions at the end of their ticket purchase on the aforementioned websites. 100% of these donations will go directly to the Global Fund, an international financing institution that delivers programs which provide prevention, treatment, counseling, HIV testing and care services for people living with HIV/AIDS. Life-saving medication can cost as little as 40 cents a day, meaning that a \$25 donation can deliver more than two months' worth of medicine.

Said Deborah Dugan, CEO, (RED): “We are excited to build upon our relationship with Live Nation in support of (RED)’s mission to help end mother-to-child transmission of HIV. We thank everyone for rallying around this incredibly important goal.”

Founded in 2006 by Bono and Bobby Shriver, (RED) has currently generated more than \$250 million for the Global Fund. Last November and December 2013 was the first time that Live Nation Entertainment worked with (RED).

**For more information, please visit the following websites:**

Ticketmaster US: <http://www.ticketmaster.com/red>

Ticketmaster Canada: <http://www.ticketmaster.ca/red>

Live Nation: <http://livenation.com/red>

**About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world’s leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation & House of Blues Concerts, LN Media and Artist Nation Management. For additional information, visit: [www.livenationentertainment.com](http://www.livenationentertainment.com).



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**About (RED)™**

(RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS. (RED) partners with the world’s most iconic brands who contribute up to 50% of profits from (RED) branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Starbucks, The Coca-Cola Company, Bank of America, Beats by Dr. Dre, Belvedere, Claro, SAP, Telcel and Live Nation Entertainment. (RED) Special Edition partners include: Jonathan Adler, Theory, HEAD, Kidrobot, Mophie, FEED, Sir Richard's Condom Company, Shazam, Square, Girl Skateboards, Nanda Home, Bottletop, Fatboy USA and Bed Bath & Beyond.

To date, (RED) has generated more than \$250 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 40 million people with prevention, treatment, counseling, HIV testing and care services.

(RED) is a division of The ONE Campaign. Learn more at [www.red.org](http://www.red.org).

**About the Global Fund**

The Global Fund is an international financing institution dedicated to attracting and disbursing resources to prevent and treat HIV and AIDS, TB and malaria. The Global Fund promotes partnerships between

governments, civil society, the private sector and affected communities, the most effective way to help reach those in need. This innovative approach relies on country ownership and performance-based funding, meaning that people in countries implement their own programs based on their priorities and the Global Fund provides financing where verifiable results are achieved.

Since its creation in 2002, the Global Fund has supported more than 1,000 programs in more than 140 countries, providing AIDS treatment for 6.1 million people, anti-tuberculosis treatment for 11.2 million people and 360 million insecticide-treated nets for the prevention of malaria. The Global Fund works in close collaboration with other bilateral and multilateral organizations to supplement existing efforts in dealing with the three diseases.

SOURCE: Live Nation Entertainment

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