



## **Melanoma Research Alliance and Prizeo Launch Sweepstakes Campaign to Win the Ultimate American Idol® Live! Tour 2013 Experience**

**Washington, DC, July 15, 2013** – Fans of American Idol® Live! can enter a new sweepstakes to win a once-in-a-lifetime fan experience while helping fund research to develop treatments and cures for melanoma, a deadly form of skin cancer.

Celebrity fundraising platform Prizeo is collaborating with the American Idol® Live! Tour 2013 to launch a social media-driven micro-donation campaign that will raise funds for the Melanoma Research Alliance (MRA), the largest private funder of melanoma research.

The grand prize winner will receive two VIP passes to the final show of the American Idol® Live! Tour 2013 in Nashville on August 31, a Meet and Greet with Season 12 winner Candice Glover, as well as exclusive dress rehearsal access, airfare, and hotel accommodations. Fans can also give at specified donation levels to automatically receive other prizes. Fans and supporters can enter the contest at [www.prizeo.com/idollive](http://www.prizeo.com/idollive) until August 23, 2013.

“I am so excited to launch this contest, which uses the power of social media to connect fans with a cause that is so important. This contest will inspire people to share the message of sun safety with their friends and families,” said Candice Glover, the American Idol® Season 12 Winner. “I can’t wait to meet the Grand Prize Winner at the finale concert in Nashville!”

The funds raised through the contest will be used to support life-saving melanoma research as MRA works to defeat this aggressive cancer. Melanoma’s incidence is growing in the U.S., where one person is diagnosed with the disease every eight minutes. MRA has awarded more than \$48 million to scientific research into melanoma over its six-year history.

“We are thrilled about this innovative collaboration. This is a unique opportunity for us to work with cutting-edge fundraising technology that is transforming the way celebrities connect with fans and causes they care about,” said Wendy Selig, President and CEO of the MRA. “Prizeo and the American Idol® Live! Tour 2013 are connecting for the greater good and giving us the opportunity to tap into the American Idol® community and to share our message of melanoma research and prevention across social media.”

Prizeo's unique platform democratizes fundraising by transforming the traditional celebrity-auction format — once limited to a select group of privileged bidders — into an accessible digital campaign that's open to every fan and supporter for either a modest contribution or social engagement with the celebrity's cause.

The campaign also represents a new twist on the ongoing relationship between the American Idol® Live! Tour 2013 and the MRA. Earlier this year, the American Idol® Live! Tour 2013 announced it would donate \$1 from every concert ticket sold to support melanoma research through the MRA, which directs 100 percent of public donations to its research program.

A video featuring Candice Glover announcing the new campaign will also play multiple times during each tour stop, encouraging fans to get involved by entering to win the Ultimate American Idol® Live! Tour 2013 experience.

#### **About the Melanoma Research Alliance**

MRA is a public charity formed in 2007 under the auspices of the Milken Institute, with the generous founding support of Debra and Leon Black. MRA is poised to build on recent momentum in the field, accelerating the pace of scientific discovery and translation in order to eliminate suffering and death due to melanoma. MRA's ability to fund wide-ranging research in melanoma is amplified by unique multi-faceted collaborations and partnerships with individuals, private foundations and corporations. For more information, please visit [www.curemelanoma.org](http://www.curemelanoma.org).

#### **About Prizeo**

Celebrity digital fundraising platform Prizeo was founded in early 2012 by Bryan Baum, Leo Seigal and Andrej Pancik, Oxford University classmates. Late in 2012, Prizeo was accepted into Y Combinator, the prestigious Silicon Valley seed-stage incubator program for the most promising startups. They are dedicated to building the Prizeo community on the principle that celebrities can maximize both the funds and awareness they raise for charity on an inclusive platform that gives all their fans the chance to contribute to win once-in-a-lifetime experiences while contributing to society in a meaningful way. To engage with Prizeo's campaigns, please visit <http://www.prizeo.com>.

#### **About The American Idol® Live! Tour 2013**

AMERICAN IDOL® LIVE! Tour 2013 kicks off July 19th in Kent, WA. AMERICAN IDOL® LIVE! gives fans the only unique opportunity to be up close and personal with Season 12 Winner Candice Glover and Idol Finalists Amber Holcomb, Angie Miller, Aubrey Cleland, Burnell Taylor, Curtis Finch Jr, Devin Velez, Janelle Arthur, Kree Harrison, Lazaro Arbos, and Paul Jolley.

Tickets on sale now via [www.AmericanIdol.com/tour](http://www.AmericanIdol.com/tour) and [www.aeglive.com](http://www.aeglive.com).

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