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CHOIRS COME TOGETHER IN A VIDEO TO SING A “BRIGHTER WAY” TO RAISE FUNDS FOR URGENT HAITI RELIEF

CHICAGO, ILLINOIS – February 14, 2010 – The zyOzy Foundation, today announced the release of the anticipated Brighter Way Haiti Choir Project video across all social media outlets.

In January, Amy Carol Wolff, an Indiana University graduate student specializing in non-profit management, zyOzy collegiate advisory partner and song composer, issued a call to upon choirs in January to do an original video recording of her composition “A Brighter Way,” (Link: <http://www.youtube.com/watch?v=JK1e2QxwFw4>), an inspirational, musical “call to action,” which, as Wolff states, “is a powerful statement of rising up, serving and bringing hope to those who need it.”

Wolff conceived the idea of a global choir initiative after family friends miraculously survived and escaped the deadly earthquake, which struck Haiti about a month ago. By a miracle, they all were found alive.

Five choirs joined the movement, bringing hundreds of young people together for Haiti. The choirs include Uganda Rural Fund Childrens’ Choir, the Crescendo Chorus of Connecticut, the famed Voices of Eve ‘n Angels – the Voena Childrens’ Choir of California, the Pacoima Singers of California, and the PS 22

Chorus of Brooklyn, NY.

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With the help of Byron Campbell from Firelight Media Group, all of the videos were put together to create a dynamic and inspiring media piece for the people of Haiti and those looking to continue to champion this country's recovery. You can view the video on the Brighter Way Haiti Choir Citizen Effect project page: http://citizeneffect.org/projects/brighterwaychoir_haitirelief/, where they are accepting donations for CARE's Haiti Relief efforts on behalf of the project.

Wolff and the zyOzy Foundation team are looking to raise over \$30,000 for CARE's relief effort in Haiti. "CARE has a long history of work in Haiti and their people are extremely focused on providing for basic needs," said Dan Morrison, CEO of Citizen Effect, "they are committed to providing water, food and shelter for the people of Haiti."

For information on how to spread the word or contribute, visit the zyOzy website at <http://zyozy.org> or contact Wolff at amy@zyozy.org.

The zyOzy Foundation, established by social entrepreneur, Steve Jennings, in 2005 and headquartered in Chicago, IL, is a 501(c)(3) not-for-profit humanity benefit organization. Its mission is to change the way we think, the way we make decisions, the habits of our hearts and how we do business in today's world.

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