



**United Way
of Greater Toronto**



Media Contacts:

Alex Mangiola
for United Way of Greater Toronto
416.462.0199 Ext. 21
alex@pilotpmr.com

Eileen Thompson
Rogers and Cowan
310.854.8137
eithompson@rogersandcowan.com

LIONEL RICHIE ANNOUNCES COMING HOME TOUR

– Exclusive Pre-Sale at Tickets-for-Charity.com™ to Benefit United Way –

Toronto, ON, September 12, 2006 – Tickets-for-Charity.com, the official online charitable ticketing partner of Lionel Richie's *Coming Home* Tour, and United Way today announced an exclusive pre-sale of tickets for Richie's upcoming fall 2006 concert tour will benefit the local United Way organization in each city Richie visits on the tour. The pre-sale includes premium seats and VIP packages at different price levels for every show on the 16-city tour. During the pre-sale period, which ends on September 22, tickets for the tour are only available at Tickets-for-Charity.com and every purchase benefits United Way when Lionel Richie performs at Roy Thomson Hall on October 30. Tickets to the general public go on sale on September 23. Lionel Richie's *Coming Home* album featuring the hit single, "I Call It Love" is in stores today.

"We're pleased to be a stop on the upcoming Lionel Richie *Coming Home* Tour to benefit United Way," said Frances Lankin, President and CEO, United Way of Greater Toronto. "This is a great opportunity for people in Toronto to enjoy what will undoubtedly be a terrific show and benefit United Way at the same time."

Tickets and VIP packages, including backstage passes to an exclusive pre-show party and a meet-and-greet with Lionel Richie, are available at www.tickets-for-charity.com for purchase at face value plus a donation amount, which will benefit United Way, especially in the 16 tour cities.

"Based in theatres and small venues, Lionel Richie's *Coming Home* tour will be an intimate, unforgettable experience for fans," said Jord Poster, founder of Tickets-for-Charity. "They'll not only get access to some of the best seats in the house, they'll also receive the satisfaction of knowing they've helped United Way in their important work supporting communities across the country."

United Way of Greater Toronto is marking its 50th anniversary this year. Earlier this year, the organization announced a record \$100 million goal for its 2006 fundraising campaign. The money raised through United Way's campaign will help fund neighbourhood-strengthening initiatives and support its network of 200 health and social service agencies that help youth, families, newcomers, seniors and more. The 2005 campaign raised a record \$96.1 million.

"I have always believed in the work of United Way," said Richie. "They are there day-in and day-out in towns across North America to make things better for young children and families. I couldn't be happier that this great organization will benefit from my tour thanks to Tickets-for-Charity."

Tickets-for-Charity offers fans access to great seats at their favorite sports and music events that are not available anywhere else and – in the process – gives them an easy way to support important charitable causes. Tickets-for-Charity.com, which launched in August 2005, has raised more than \$1.6 million for highly respected national charities through charitable sales for music and sports events, including The Rolling Stones' *A Bigger Bang* 2005-2006 Tour, Barbra Streisand's 2006 Tour and The Boston Red Sox 2006 Season. Fans can visit www.tickets-for-charity.com to find exclusive seats and VIP packages for all Lionel Richie tour dates. The full tour schedule is as follows:

<u>DATE</u>	<u>CITY</u>	<u>VENUE</u>
27-Oct	Detroit MI	Music Hall
28-Oct	Chicago, IL	Sears Centre
30-Oct	Toronto, ON	Roy Thomson Hall
3-Nov	Washington, DC	Constitution Hall
4-Nov	Atlantic City, NJ	Borgata Events Center
5-Nov	Baltimore, MD	Symphony Hall
7-Nov	Newark, NJ	NJ Performing Arts Center
8-Nov	New York, NY	Beacon Theatre
10-Nov	Uncasville, CT	Mohegan Sun Arena
11-Nov	Boston, MA	Opera House
12-Nov	Philadelphia, PA	Tower Theater
15-Nov	Atlanta, GA	Fox Theatre
17-Nov	Charenton, LA	Cypress Bayou Casino
18-Nov	Charenton, LA	Cypress Bayou Casino
19-Nov	Sunrise, FL	BankAtlantic Center
24-Nov	Los Angeles, CA	Kodak Theatre
25-Nov	Oakland, CA	Paramount Theatre

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About Charity Partners, LLC and Tickets-for-Charity™

Charity Partners, LLC was founded by Jord Poster (one of the founders of Priceline.com) to develop high-impact fundraising platforms for recognized public charities throughout the U.S. and the world. The Company has set a goal of generating more than \$1 billion a year in charitable donations by 2010. Beginning with the \$15 billion of financial value trapped in the hands of unsanctioned resellers in the secondary ticket market, the Company formed Tickets-for-Charity™ in 2004 to give sports and music fans a convenient way to support important causes while gaining access to high demand sporting and entertainment events across the country. In addition to United Way, Charity Partners currently partners with highly respected charities nationwide, including America's Second Harvest – The Nation's Food Bank Network, Boys & Girls Clubs of America, CARE, City Year, CureSearch National Childhood Cancer Foundation, Jumpstart for Young Children, Juvenile Diabetes Research Foundation International, The Leary Firefighters Foundation, The National Children's Cancer Society, National Federation of the Blind and Partnership for a Drug-Free America.

About United Way of Greater Toronto

In 2006, United Way of Greater Toronto aims to raise \$100 million for the community. For 50 years, United Way of Greater Toronto has been working to create lasting change in the lives of Torontonians. Through research, partnerships with business, labour, government and volunteers, and by funding a network of 200 health and social service agencies, United Way identifies needs and takes action to support people and develop strong communities.

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