

## Leading Teen Editor Jumping to Social Change Platform

New York, N.Y.---January 7<sup>th</sup> 2007 – Do Something, a not-for-profit organization and trusted resource for millions of teenagers who want to make a difference is pleased to announce the addition of **Lori Majewski** as Editor in Chief of DoSomething.org . The organization leverages communications technologies to enable teens to convert their ideas and energy into positive action. Do Something’s aim is to inspire, support and celebrate a generation of do-ers: people who see the need to do something, believe in their ability to get it done, and then take action.

Majewski will be DoSomething.org’s Editor-in-Chief overseeing a re-launch of both DoSomething.org and CelebsGoneGood.org, packaging various tv properties and revitalizing a school-based magazine about making a difference.

“We’re lucky to snag Lori. She is experienced, connected, and extremely passionate about everything she does,” said Nancy Lublin, CEO of Do Something. “So many people say they wish they had the guts to change careers to do something impactful and make a real difference in the world. I think it is amazing that Lori has the courage to make this life change.”

Majewski started her entertainment career back when she founded the original fanzine for Duran Duran while still in school. She was an integral part of *Us Weekly* and *Teen People*’s magazine launches. Most recently, Majewski served as Editor in Chief of *Teen People* and then Executive Editor of *Entertainment Weekly*.

“This is such a big year with an election looming and the whole world going cause-crazy. I want to be part of it, not just reporting on it or volunteering after-hours but making an actual difference full-time,” said Majewski. “Do Something is a really great, inspiring organization with infinite potential. I know I can have a real impact on the organization and the world, and that feels really good.”

For more information on Do Something visit: [www.dosomething.org](http://www.dosomething.org)