



<http://independentmusic.blogspot.com>

Friday, April 04, 2008

## **The Just Completed 2008 Sub-City Take Action Tour - Presented by Hot Topic- Raises over \$75,000 for Do Something**

The recently wrapped, seventh annual **2008 Take Action! Tour** came to a fiery culmination after two months and 34 shows, with one last hurrah in New York City on **March 23, 2008**. The tour, whose mission is to create a better world, one voice and one action at a time, continues to inspire and make change in a proactive manner.

### **The Impact of the 2008 Take Action! Tour:**

- \* Over \$75,000 raised for Do Something which helps young people make a positive difference in the world - based on 10% of ticket revenue and additional tour related fundraising
- \* Over 27,000 fans in 34 cities proved that the world can be made a better place one voice at a time
- \* Nearly 7,000 copies of the Take Action Volume 7 Compilation already sold
- \* Take Action Grants, empowered by the Hot Topic Foundation, MySpace Impact and Hopeless/Sub City Records, were awarded to 9 amazing young people who want to make change in their communities

**“Working with the Take Action Tour was awesome. Not only did we raise money to fund amazing young change-makers, but we also brought the message of Do Something to thousands of young people across the US,” says Do Something CMO, Aria Finger**

Headlining band Every Time I Die, along with From First To Last, The Bled, August Burns Red, and The Human Abstract, united fans across the U.S. and Canada in support of Do Something, an organization that issues grant-money youths to make change around the causes they are passionate about.

Based on 10% of all 2008 Take Action! Tour ticket sales and additional tour related fundraising, Hopeless & Sub City Records will donate over \$75,000 to Do Something. In addition, 5% of the retail price for each Take Action! Volume 7 Compilation CD sold, as well as revenue from merchandise initiatives, will also be donated.

Founded in 1999 by Hopeless Records, Sub City operates with the mission to make a positive impact that goes beyond music. With well over 35 releases and counting to go along with the annual Take Action! Tour, Hopeless/ Sub City Records surpassed the one million dollar donation mark last year.

Hopeless/ Sub City would like to thank all the bands and labels involved this year that brought the message directly to fans that each one of us can take action and make the world a better place. Thank you as well to Jamie Kelsall and everyone at APA for again booking an amazing tour, and thank you to Mike Cubillos and Jose Martinez at Earshot Media for their help in promoting this great cause.

The mission of Take Action continues this summer on Warped Tour with the Take Action Non-Profit Area providing a home for all charitable outreach to fans on the tour.

### **2008 Take Action! Tour Artists:**

Headliner- Every Time I Die, with – From First To Last, The Bled, August Burns Red, The Human Abstract

### **2008 Take Action! Tour Sponsors:**

Hot Topic, the music lifestyle mall retailer ([hottopic.com](http://hottopic.com)), was once again the title sponsor of the tour. Hot Topic is a natural fit, as they demonstrate a passion for music in everything they do. Hot Topic has been an enthusiastic supporter of the Take Action cause since the inception in 1999, helping to save countless lives and educate millions of people to make a difference. Additional generous sponsors of the 2008 Take Action Tour – tour producer Live Nation, MySpace, Purevolume, Guitar Center, Alternative Press, Absolutepunk.net, Etnies, Fanscape and Rockett Clothing.

**2008 Take Action! Tour Charity:** Do Something puts its money where its mouth is by distributing weekly \$500 grants to young people with an idea about how to make a difference in their community. Last year alone the site issued over \$240,000 to young people who are making changes in communities around the globe. Do Something has reached over 10 million young people, age 25 and under, and helped them take action themselves.

Take Action Grants, empowered by MySpace Impact, the Hot Topic Foundation and Hopeless/Sub City Records, were awarded to 9 amazing young people who want to make change in their communities, with a focus on everything from music and art education to suicide prevention and poverty. Find out about the Do Something Take Action Grant Winners below, we'll keep you informed on the progress of their projects.

\* James Bearden, 18, of Milan, NM for his suicide prevention project I Love Life that includes a suicide prevention month at his high school, a kick-off assembly, a concert, a fund-raising dance, and speakers from a teen suicide awareness organization.

\* Naima Green, 21 of Stanford, CA for her project The eXchange (Cape Town-East Palo Alto Music Program). The eXchange project aims to connect two groups of students living in less than ideal conditions in Cape Town, South Africa and Palo Alto, California.

\* Chester Eastman, 22, of Center Conway, NH for his project The Alpaca Paper Service which is run and operated by developmentally disabled adults who want to work jobs that let them meet and interact with people in their community.

\* Arielle Barrientos, 17, of Biloxi, MS for her project Strings with Wings. For Strings with Wings, Arielle has organized a group of fellow musicians who will travel to Mexico this June to run a Violin workshop for the children of Saltillo, Mexico.

\* Jourdan Urbach, 17, of Roslyn Heights, NY for his project Children Helping Children--Saving Lives Through Music which raises funds for national medical organizations, hospitals and cutting edge research targeting neurological disease.

\* Linda Salinas, 23, of San Pablo, CA for her project Arts as a Vision for Change which brings together community and student organizations together to talk about their vision for Richmond High School and ultimately beautify a school that students can feel proud of, and bring color onto a campus that has no windows.

\* Stevie Peacock, 14, of Venice, FL for her project, Project KINDNESS which stands for Kids In Need Deserve New Elementary School Supplies. Stevie organizes supply collections and then donates the supplies to impoverished schools in and around Arcadia, Florida.

\* Andrew Chow, 22, of New York, NY for his project, East Harlem Health Outreach Partnership (EHHOP), which is a student-run free clinic serving the uninsured residents of East Harlem.

\* Elliot Goldstein, 16, of Los Angeles, CA for his project, Carts for the Homeless. CFTH will provide homeless people with a functioning, durable cart with features such as a pull out tarp for rain, a water basin, and a lockable mechanism so their belongings are not stolen, all designed with their lifestyle in

Labels: [Take Action Tour](#)