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PETER BUFFETT SHIFTS SOCIAL ACTION PROJECT TO DOSOMETHING.ORG

Emmy-Award Winning Musician and Philanthropist Peter Buffett follows in father Warren Buffett's footsteps by passing baton of social action project with Akon to DoSomething.org

New York, NY (March 30, 2010)—Like father, like son. In 2006, philanthropist Warren Buffett pledged 85% of his fortune to the Bill & Melinda Gates Foundation, saying “what can be more logical, in whatever you want done, than finding someone better equipped than you are to do it?” In 2010, his son, Emmy-award winning musician and philanthropist Peter Buffett, will do the same.

Peter Buffett has chosen DoSomething.org as the authority for online social activism, granting the not-for-profit organization the reins over his charity project with Akon entitled IsThereSomethingICanDo.org. Their website will now redirect to DoSomething.org, encouraging visitors to use the resources there to take action.

DoSomething.org is an established community for young social activists, providing the tools and resources necessary to help young people rock causes they care about and impact a positive difference upon the world. The organization is currently on track to activate two million young people around those causes by 2011.

“DoSomething.org has proven themselves to be at the forefront in driving social action through online interaction,” said Buffett, “I feel the best thing Akon and I can do for IsThereSomethingICanDo.org is to utilize this resource to motivate our fans to do the same.”

Beginning April 1st, IsThereSomethingICanDo.org will live as a fully-integrated microsite on DoSomething.org, featuring a history on the project and bios of its co-founders Peter Buffett and Akon. The website will then direct users to DoSomething.org's homepage to explore additional content and ways they can take action around causes they care about.

“We were so impressed by Peter and Akon's passion, energy, and commitment to music and social causes,” says Nancy Lublin, CEO and Chief Old Person at DoSomething.org. “We couldn't be happier that they chose us to help motivate and inspire their fans to make a difference.”

IsThereSomethingICanDo.org was launched in June 2008 to promote social action through social networking. Buffett had previously teamed up with Akon on the song “Anything” as a response to the post-war conditions in Sierra Leone and Liberia. After the collaboration, the pair expanded their charitable efforts by developing IsThereSomethingICanDo.org and producing the track “Blood Into Gold” to again inspire the public to action against human trafficking.

About DoSomething.org

DoSomething.org is one of the largest organizations in the US that helps young people rock causes they care about. A driving force in creating a culture of volunteerism, DoSomething.org is on track to activate two million young people in 2011. By leveraging the web, television, mobile, and pop culture, DoSomething.org inspires, empowers and celebrates a generation of doers: teenagers who recognize the need to do something, believe in their ability to get it done, and then take action. Plug in at www.DoSomething.org.

About Peter Buffett

Peter Buffett is an Emmy Award-winning composer, producer and philanthropist. His tireless work with numerous non-profit organizations has made him a well-known activist for social concerns. Buffett has launched his own social network community, www.peterbuffett.com/ning, to release new material to his exclusive network of fans on a monthly basis. His first book, *Life Is What You Make It*, is slated for release in April 2010 through Harmony Books. The book takes on themes of following passions over conventions, and how part of life's journey can be found in the process of giving back.

About Akon

An internationally recognized multi-platinum selling artist, producer, entrepreneur, and philanthropist, Akon is one of the most influential voices in music today. In addition to having two multi-platinum albums and 23 songs on the Billboard Hot 100, Akon has over 150 guest appearances with artists such as Michael Jackson, Lionel Richie and Gwen Stefani to his credit. His multifaceted sensibilities and popular club anthems have launched him to international success, with four 2008 GRAMMY nominations and over 8 million records sold.

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