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One Economy's Digital Connectors Program Answers Usher's Youth Call to Action for Haiti, Making it Easier to give: www.pic.tv/usher

Washington DC- January 19, 2010 – One Economy Corporation responded today to the call from Usher's New Look Foundation for young people around the world to support Haitians with donations, offering a simple tool for donating and learning about relief in this time of need—the **Youth Respond to Haiti**

Toolbox. Designed for children and young adults, the toolbox features;

- An appeal from Usher to the global youth to take action,
- Opportunities to support the United Nation's Foundation Central Emergency Response Fund by texting in \$5 donations,
- A Twitter command that tracks young people's contributions,
- A Google Map for identifying Haiti, and
- A visual hub for citizen journalists who can track and map incidents and relief for humanitarian services in Haiti.

One Economy and Usher's New Look Foundation encourage youth development organizations and educational institutions around the world to embed the online toolbox on their websites and social networks to inspire a youth movement of service for Haiti. Visit <http://www.pic.tv/usher> to learn more.

"One Economy's online toolbox will help youth around the world understand how they have the power to respond to the disaster in Haiti," said Shawn H. Wilson, President of Usher's New Look. "With this toolbox and the digital connectors mobilized, thousands more young people will be able to raise funds for Haiti. If only 1% of the world youth population each raises \$5 we can raise over \$150 million for the UN Foundation's relief efforts."

Over 3000 current and alumnae Digital Connectors ages 14-21, and the young people from Usher's New Look Foundation are partnering to launch the youth movement at the intersection of service and technology. The response to the disaster in Haiti must be Powered By Service.

"Young people are impacted greatly by this effort and we believe firmly in the power of technology to be used as a catalyst to save lives and restore hope in the rebuild of Haitian communities." Said Karla Ballard, Vice President, Social Innovations and Programs at One Economy.

People under the age of 25 make up half of the world's population. While many individuals and organizations have stepped up and contributed large sums of money, young people have the power to more than double the funds that have already been committed to bring much needed relief to Haiti.

About One Economy Corporation

One Economy is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy's online tools and resources, including the Public Internet Channel (www.pic.tv), to build better lives. One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East. The Digital Connectors program is One Economy's flagship initiative that delivers 21st century technology training to young people from low-income backgrounds, who then share what they learn within



their own communities. To date, more than 3,000 Digital Connectors have delivered more than 56,000 hours of technology focused community service. Learn more at www.one-economy.com.

About Usher's New Look Foundation

www.ushersnewlook.org

Usher's New Look (UNL) empowers youth from under-served communities to use their unique talents to become corporate and community leaders. UNL hopes to make service more diverse, relevant and accessible to all young people. As a result, young people can find their power in their ability to create change in their lives, their communities and the world.

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