



NEWS

For Immediate Release

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Captain Planet Foundation's 15th Annual X-MAS Party, "Rock the Earth", Brought in the "Green"!

Approximately \$350,000 Raised for Children and the Environment

ATLANTA – December 18, 2009 – The Tabernacle “rocked” as it never has before as Captain Planet Foundation (CPF) presented its 15th Annual X-MAS Party, “Rock the Earth”, on December 11. At the conclusion of the evening, approximately \$350,000 had been raised to support CPF’s mission to educate and inspire children to become great stewards of the planet! Over 1,500 party-goers, including an array of Atlanta’s who’s who, celebrities, environmentalists, Foundation supporters, and media turned out for the “be seen and be green” event of the year. Ted Turner, Ed Begley, Jr., Atlanta Falcons fullback, Ovie Mughelli, CNN’s Natalie Allen and Jayni Chase were the celebrity guests for the evening and on-site to participate in the festivities. And while they had a captive audience, event chairs Laura Turner Seydel and Sacha Taylor, along with CPF President Ira Blumenthal, called on each guest to join this movement to change the planet.

“We are thrilled at both the number of people who participated in this year’s event and the amount of funds raised,” says Ira Blumenthal, president of Captain Planet Foundation. “In this challenging economy, it was a pleasant surprise not only to see friends return and sometimes come in at greater sponsorship levels than in years past, but also to announce new relationships with prominent businesses such as United Airlines. CPF has ended 2009 on a very high note, and will begin 2010 with a solid foundation.”

One of the focal points of the evening was the “Superhero for Earth” award presentation. Five outstanding individuals were honored for their influential, environmental work, and were honored with a plaque featuring a rare, first edition copy of Captain Planet’s inaugural comic book, aptly named “A Hero for Earth.” Ed Begley, Jr., environmentalist, Emmy-nominated actor, author, and host of “Living with Ed” on Discovery’s Planet Green Network, has been considered an environmental leader in the Hollywood community for over 30 years. Atlanta Falcons fullback, Ovie Mughelli, is the founder of The Ovie Mughelli Foundation, a non-profit organization that supports the development of youth socially, mentally, and physically through environmental education. Cardell Hopkins, better known as Lil Peppi, is spreading his positive, eco-friendly messages to the world via YouTube and also performed on stage during the event. Jerry Hightower, a park ranger with the National Park Service and Environmental Education Coordinator for the Chattahoochee River National Recreation Area, has looked over the river for more than three decades and educated others on doing the same. And Ford Elementary school teacher and environmental educator, Catherine Padgett, began the environmental program in Northwest Cobb County in 1995, with nothing more than a 4’x4’ raised garden bed and has sustained it for over 15 years.

X-MAS Party highlights included a VIP cocktail reception, gourmet cuisine by Publix GreenWise Markets, Sysco Services and Dennis Dean Catering, Grey Goose lounge, live entertainment by Band X, Kathleen Bertrand, Ben Deignan, Edens Edge and DJ Cannonball, live and silent auctions, honoring of the “Superhero for Earth” award winners, Michael Jackson tribute featuring a “flash mob” by Dance 101, and fashion presentations by Elite Model



Friday, December 11, 2009 @ The Tabernacle • www.xmasparty.org

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Management and Bauder College. This landmark night celebrated the friends and supporters of the Foundation while focusing on raising funds to empower youth to take the next steps to protect and preserve our planet for future generations.

Proceeds from the event support CPF's mission to fund and support hands-on environmental projects for youth grades K-12 worldwide. This year's continued focus is on Captain Planet's Learning Garden Program, an environment-based education initiative that helps elementary students learn core subjects through planting, maintaining, and harvesting a school garden. These gardens, especially in elementary schools, offer a creative path to learning and help students master science, math, social studies and language arts in a nontraditional setting. The curriculum, currently under development, will be aimed at increasing standardized test scores and environmental literacy among elementary school children. The pilot program launched in Cobb County Public Schools in the fall of 2009 and will continue to expand through the county, then around the Atlanta area, and eventually nationwide. Those who attended the X-MAS Party were able to experience and view examples of Captain Planet's Learning Gardens.

Presenting sponsors for X-MAS Party included: The Coca-Cola Company, Comcast, Georgia Power, Jane Smith Turner Foundation and Pratt Industries. Earth sponsors include: BeyondZ, Davis, Pickren & Seydel, Dennis Dean Catering, The Maverick Group, Publix GreenWise Markets, Sysco Services, Production People, The Tabernacle, Ted's Montana Grill and Turner Foundation, Inc.

To view event photos, please visit www.xmasparty.org. For more information on X-MAS Party or Captain Planet Foundation, call the CPF office at 404-522-4270.

About Captain Planet Foundation

In 1991, The Captain Planet Foundation (CPF) was created to support hands-on environmental projects for youth. CPF's objective is to encourage innovative projects that empower today's children as environmental stewards. CPF is committed to making a global impact with over 500 projects throughout the United States, Brazil, Bulgaria, Cambodia, Canada, Colombia, Costa Rica and the US Virgin Islands. For more information, contact 404-522-4215 or visit our web site: www.captainplanetfdn.org.

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