



FOR IMMEDIATE RELEASE

Contacts: Andy Gelb/Kelly Stephens
PMK/HBH
(310) 289-6200

**INTERNATIONAL MUSIC ARTISTS TO PERFORM MARCH 18th AT FORCE OF NATURE
CONCERT FOR TSUNAMI AID IN KUALA LUMPUR MALAYSIA**

**ARTIST SOUNDBYTES AVAILABLE MARCH 3rd VIA DOMESTIC SATELLITE FEED
(SEE DETAILS BELOW)**

(Los Angeles, CA – March 2, 2005) – As news on the Tsunami disaster fades away in the U.S. many in the music industry refuse to forget and are pledging their support in big ways and in far away lands to help in the long-term rebuilding of regions affected by the Tsunami. Several international artists – including **Black Eyed Peas, Backstreet Boys, Boyz II Men, Diana Krall, Lauryn Hill and Wyclef Jean** – will perform live at the **Force of Nature Concert for Tsunami Aid** to be held on March 18, 2005 at Stadium Putra in Kuala Lumpur, Malaysia.

The Force of Nature Concert for Tsunami Aid is the first initiative of the **Force of Nature Aid Foundation**, a non-profit organization in Kuala Lumpur, that is dedicated to raising funds and awareness for the victims of natural disasters. This is not just a one time event, but rather the commencement of a long-term fundraising program to help rebuild the affected communities; rejuvenate the livelihoods of those who have lost so much; and empower and motivate individuals and corporations around the world to continue supporting aid and educate a world-wide audience about the effort.

“Forces of nature comes in many forms, some beautiful, others devastating, but one is more extraordinary than them all, mankind’s overwhelming impulse to reach out to those in need. The more people unite under this common human instinct, the greater its power. In the end, the consortium hopes to create a Force of nature that can change the world,” said Mr. Razali Ismail. The Foundation’s campaign titled “**I am a Force of Nature**” is a global movement created with the mission of empowering people from all over the world to get involved over the long-term in assisting with aid efforts for countries affected by

natural disasters. Mr. Razali Ismail, the Appointed Special Envoy to the Prime Minister of Malaysia's Tsunami aid efforts and former Malaysian UN President, is spearheading the **Force of Nature Aid Foundation**.

Force of Nature Concert for Tsunami Aid is being underwritten by a consortium of Malaysian private enterprises. This support allows 100% of the proceeds from the concert to go towards the long-term regeneration of Malaysia's neighbors, so devastated by this catastrophic event. A prestigious committee of celebrities and industry heads including: **Harvey Weinstein, Jackie Chan** and **Michelle Yeoh** have come on board with Mr. Ismail as members of the working committee to spread the word about this unprecedented event.

The Force of Nature Concert for Tsunami Aid was developed and is being produced by INTERSECTION Entertainment, a branded entertainment production and marketing company based in Los Angeles. "While aid to help fund the immediate, urgent issues of Tsunami affected countries is pouring in from around the world, it is essential that we do our part to raise funds for the long-term recovery of the Tsunami affected regions. *Force of Nature* is the first step on the path towards helping victims of this tragedy discover prosperity and independence once again," said Scott Kramer, Creator and Executive Producer of INTERSECTION.

For more information on Force of Nature please visit www.forceofnature.org.

Soundbytes from the Black Eyed Peas, Backstreet Boys, Boyz II Men and Razali Ismail are available via U. S. Domestic satellite feed on Thursday, March 3rd from 7:00-7:15AM EST and 12:00-12:15PM EST. Satellite coordinates are as follows:

IA-6 Transponder C5 (Downlink Frequency 3800 V)

Satellite located at 93 Degrees West

Audio 6.2/6.8

TOC Trouble Number – 818-840-7159

TO COVER THIS EVENT, OR RECEIVE PRESS MATERIALS (VIDEO FOOTAGE, INTERVIEWS, PHOTOS) CONTACT ANDY GELB OR KELLY STEPHENS OF PMK/HBH AT (310) 289-6200, ANDY.GELB@PMKHBH.COM, KELLY.STEPHENS@PMKHBH.COM.

###