



ACADEMY OF COUNTRY MUSIC ANNOUNCES \$750k ENDOWMENT TO ACM LIFTING LIVES

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PHILANTHROPY THRIVING THANKS TO ARTISTS WHO PARTICIPATED IN “GEORGE STRAIT: ACM ARTIST OF THE DECADE” SPECIAL

Encino, CA (September 22, 2009) – Today the Academy of Country Music is announcing a \$750,000 endowment to **ACM Lifting Lives**, made from monies raised from ticket sales from the “George Strait: ACM Artist of the Decade All Star Concert” taped in Las Vegas in April. The gift is the second disbursement of a three-year funding commitment and fundraising campaign initiated last fall. ACM Lifting Lives is the philanthropic arm of the Academy which works to improve lives through music.

ACM Artist of the Decade honoree **George Strait** alongside ACM Artist of the Decade for the ‘90s **Garth Brooks** and performers **Dierks Bentley, Brooks & Dunn, Jamie Foxx, Faith Hill, Jack Ingram, Alan Jackson, Jamey Johnson, Toby Keith, Miranda Lambert, Martina McBride, Tim McGraw, Montgomery Gentry, John Rich, LeAnn Rimes, Blake Shelton, Sugarland, Taylor Swift, Keith Urban** and **Lee Ann Womack** all participated in the sold-out taping at the MGM Grand Garden Arena, with more than 10 million viewers tuning in to the special on CBS in May.

“The artists who gave of their time in April are the reason we can make this announcement today,” said Bob Romeo, Executive Director of the Academy of Country Music. “They put their time and energy into the Artist of the Decade taping, and they asked for nothing in return. They showed up, they blew the doors off the house and the ratings through the roof, reaching millions of fans with the message of ACM Lifting Lives. ”

“The artists work every day to improve the lives of others with their craft,” said Erin Spahn, Director of ACM Lifting Lives. “With this endowment, their good work continues through the programs Lifting Lives supports. We are so thankful to them.”

(Photo: Getty Images/Courtesy of the Academy of Country Music & dick clark productions)

About the Academy of Country Music

Founded in 1964, the **ACADEMY OF COUNTRY MUSIC** is an artist and industry-driven organization, providing the financial resources to ensure the on-going philanthropic work of **ACM Lifting Lives**, the charitable arm of the Academy which works to improve lives through music. The Academy is comprised of more than 3,800 professional members and more than 180,000 associate members and is headquartered in Encino, Calif. For more information, log onto www.acmliftinglives.org or www.acmcountry.com.

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