



NextAid to Partner with bebe to Give Back During the Winter Music Conference 2010

Miami Beach, March 15, 2010 – On March 25th from 3pm to 8pm, **bebe** will host 'Shop For a Cause', an in-store event to raise funds and awareness for NextAid, a dance-music based non-profit organization dedicated to creating and implementing sustainable solutions that help children and youth affected by AIDS and poverty in Africa. Beverage service will be provided by **her ENERGY Drink** and universally well-known DJ's and singers will be on hand to 'Perform For a Cause' including: **Blake Lewis, DJ Rap, Ultra Nate', DJ Colette, and Marissa Guzman.**

The 'Shop For a Cause' event will take place at bebe's Lincoln Road boutique where 10% of total sales will be donated to NextAid. Additionally, guests who make a minimum purchase of \$100 will receive one free ticket to attend NextAid's A-list-studded '**Beats Build Hope**' event on Friday, March 26th at **The Shore Club** (regular tickets \$15-40). Bebe is located at 1029 Lincoln Road in South Beach. For more information, visit www.nextaid.org, www.bebe.com, or call 305-673-0742.

Partnering **with LIFEbeat, The Loud Minority, CityDeep, Turntables on the Hudson, Dubspot, and Mixology**, NextAid's BEATS BUILD HOPE event will run from 6:00pm Friday night to 6:00am Saturday morning and employ NextAid's mantra of "*using the beats of our generation to provide hope for the next.*" Over twenty top international DJs have agreed to graciously donate their time and talent such as **The Crystal Method** (DJ Set), DJ Rap, and **Mark Farina**. Tickets for the fundraiser cost \$15 pre-sale through Want Tickets or \$20 at the door, or \$40 for VIP tickets (FREE for WMC badge holders). The funds raised at Beats Build Hope will directly benefit NextAid, **SOIL** (a long time Haitian charity), LIFEbeat and **Green Wave**. All four nonprofits are engaged in worthy causes, which help communities in need around the world (see additional details below). The Shore Club is located at 1901 Collins Avenue, Miami Beach, FL 33139. For more information please visit <http://nextaid.org/beatsbuildhope>.

The Artists

Anyone who tuned into season six of *American Idol* knew to expect the unexpected of Blake Lewis. The Washington native and beatboxing extraordinaire, who admitted he hadn't watched a single episode before auditioning in Seattle, arrived in Hollywood without a hint of a plan, other than to be himself. Yet through talent, instinct, creativity and unapologetic brashness, Blake managed to make it all the way to the finale as the first runner-up to Jordin Sparks. His 2007 debut, *Audio Day Dream*, sold more than 350,000 copies, and his sophomore album, *Heartbreak on Vinyl*, was released in October 2009. He is currently an *American Idol* guest blogger for USA Today and Hollywood Life. For the latest updates, go to www.blakelewisofficial.com and www.myspace.com/blakelewis.

Over her 15-year career, DJ Rap has moved effortlessly between genres, staking her claim on various styles within the electronic spectrum, while simultaneously pushing the limits of rock and pop. The First Lady of Drum n' Bass and the undisputed Queen of the Turntables, her music has infiltrated club systems and car stereos worldwide, and her numerous forays into video game and motion picture soundtracks have solidified her pedigree as one of dance music's most successful and prolific artists. In February 2010, DJ Rap released *Synthesis* (Ministry of Sound), a brand new studio album that weaves together a full compliment of synthetic textures and organic moods, and paints a lucid picture of her journey as a songwriter and multi-instrumentalist. Learn more about DJ Rap here <http://www.djrap.com>.

With her disarming doe eyes and a heartwarming demeanor, Om Records' Colette possesses the unmistakable voice of post-millennial house music. Her sweet-but-sultry, classically trained voice highlights any beat that flows behind it, making the former choirgirl-cum-Chicago-house-siren a mainstay in the global dance music scene. In 2007, Colette released *Push*, the highly anticipated follow up album to her critically acclaimed Billboard Magazine No. 1 charting debut album *Hypnotized*. For more on Colette please visit <http://www.djcolette.com>

20 years into her industry defying dance music career Ultra Nate' is poised to have her best year yet. Immediate chart reaction to "No Wasted Hearts" (her super hot new single with Italian Club impresario Nicola Fasano "I Know You Want Me") and the re-release of her seminal classic "Free" remixed by Bob Sinclar set her up to reign this year's dancefloors. Upcoming collaborations with Quentin Harris ("Give It 2 U"), David Morales ("I Really Love") DJ Class of Baltimore's Unruly Crew ("Hey DJ") and Ultra's forthcoming Summer single "Turn It Up" will preview her eighth album titled *Hero Worship*. <http://www.myspace.com/ultranatemusic>

Raised in Detroit, with a father who was on the Motown label, Marissa definitely has some soulful, funky roots that come out in her music. Her lyrics are thought provoking and her vocal melodies are unpredictable, yet catchy. This new kid on the block is building a name for herself in the House/Electronic music scene, and you can hear it in her songs: She's collaborated with many talented producers, her most popular song is with Demarkus Lewis on "Get Yourself Together," (Soulstar Records), which was ranked number 17 in DJ Mag, and has been featured on several compilations around the globe. She's also worked with Ethan White and Jkriv of Tortured Soul, Jere McAllister of Mr. A.L.I, Dj Jaycee, Kenny Carvajal and Gyasi Sanders. www.myspace.com/marissagmusic.

About bebe

bebe designs, develops and produces a distinctive line of contemporary women's apparel and accessories, which it markets under the bebe, PH8, 2b bebe, bebe outlet and bebe O brands. Current Chairman and Founder Manny Mashouf opened the first bebe boutique in 1976 in San Francisco. At that time, three categories dominated the women's wear market: junior, bridge and missy. Having discovered a demographic that was neither junior nor bridge, Manny aimed to break the mold, offering this under represented population of stylish women inspirational, sexy fashion.

Over thirty years later, bebe has established itself as one of the top women's retailers having developed the contemporary market for the masses, before a true non-junior ever existed. bebe has forever changed the landscape of the women's retail fashion world.

About NextAid

NextAid's mission is to improve the lives of children and youth in Africa by promoting and implementing sustainable solutions. NextAid raises awareness for, and partners with, community-based projects and grassroots organizations in Africa and believes that an integrated approach is the best formula for establishing real and lasting change. Through music events and public education initiatives, NextAid provides empowering opportunities for concerned individuals to make a difference – learn more at www.nextaid.org.

About her

her, or Healthy. Energy. Revitalizer is the first active lifestyle energy drink with women in mind. her Energy provides our consumers with a fresh, clean, and great tasting alternative to the other energy drinks out there on the market. Unlike other energy drinks, her will not make you “crash” or give you the “jitters”. The her formula is designed to give you just the boost you need without over doing it. her’s sleek and stylish can is reflective of our consumers. her is geared towards women who are on the go with active lifestyles while maintaining that fun and flirty image.

www.herenergy.com

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For more information, photos or interviews, please contact Green Galactic’s Lynn Hasty at 213-840-1201 or lynn@greengalactic.com.