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Make It Right Project Featured on 'Idol'
Cherokee Gives Back proud of involvement as 'American Idol' showcases project

Raleigh, N.C. – Make It Right, a project led by Brad Pitt to rebuild the Lower 9th Ward of New Orleans with 150 green, affordable homes, was featured recently as one of *American Idol's* "Idol Gives Back" beneficiary organizations. In its second installment as a major television event, the Idol Gives Back broadcast featured celebrity appearances and musical performances including Bono, Mariah Carey, Robin Williams, and Celine Dion. These celebrities and others joined Brad Pitt to encourage viewers to make donations for Make It Right and five other featured charities: Children's Defense Fund, The Global Fund, Malaria No More, Save The Children, U.S. Programs and the Children's Health Fund.

"It is a privilege to work on this rebuilding effort, and we are inspired by the collaboration of a dedicated visionary, an international group of volunteers, and a community with an irrepressible spirit," said Tom Darden, CEO of Cherokee. "We are honored to serve the people of the Lower 9th Ward and are grateful that the Idol Gives Back Foundation is contributing to and publicizing this important project."

Cherokee Gives Back, the philanthropic foundation of Cherokee Investment Partners, is proud of its recent agreement to assume a lead role in the Make It Right project. The foundation first became involved in Make It Right in 2007 through its longtime partner, William McDonough + Partners. Today, nearly twenty Cherokee staffers have provided project management expertise and organizational support necessary to ensure the long-term success of the project. Cherokee Gives Back has already contributed an estimated \$500,000 in project management and consulting, as well as additional time and resources preparing budgets, managing donations and providing corporate governance and legal support.

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About Cherokee Gives Back

Cherokee Gives Back, the philanthropic branch of Cherokee Investment Partners, is dedicated to identifying and implementing sustainable solutions to large-scale social, environmental and economic issues around the globe. Since inception, Cherokee Gives Back has helped fund an estimated \$28 million for nonprofit and community-based initiatives world-wide. The foundation is actively involved in the Make It Right project in New Orleans and a study

abroad program, creating educational opportunities for Ethiopian students to study in the United States. www.cherokeegivesback.org

About Make It Right

Make It Right's mission is to catalyze redevelopment of the Lower 9th Ward by building a neighborhood of safe and healthy homes that incorporate sustainable construction and high-quality design while preserving the spirit of the community's culture. Make It Right plans to build 150 homes in the Lower 9th Ward. The project ensures a green, affordable, sustainable and replicable community to serve as a model for further rebuilding efforts.

www.makeitrightnola.org