

Cause Célèbre

Tour support that makes a difference



INDEPENDENT AND MAJOR label artists such as Starfield, jacksoul, George Canyon, and Daniel Lanois have all discovered a way to combine their philanthropic spirits and help cover their touring costs.

World Vision's Artist Associates program offers a unique alternative to traditional backing by providing financial tour support for performers who take the charity's message of hope to the stage. In 2005, nearly 50 artists teamed up with World Vision, a leading relief and development organization that supports 3 million children in 55 countries. At their performances, the artists asked concertgoers to make a difference by sponsoring a child. More than 3,000 signed up last year alone.

Through its child sponsorship program, World Vision works with families and communities in developing countries to help provide education, healthcare and a better future. It also provides HIV/AIDS prevention, care and education for children—many of whom are orphans—living in communities with a high prevalence of the disease.

Mike Bowman and Cathy Cutz represent World Vision's Artist Associates program.

"Artists who encourage their audiences to sponsor a child at their show can receive significant help with touring costs," says Bowman. "There is a satisfaction in knowing you can use your talent to help transform the lives of children in need."

At their concerts, performers invite their audiences to make a difference by sponsoring a child. World Vision provides display materials about child sponsorship at the performance venue so audience members can become a child sponsor.

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Daniel Lanois

Many mainstream Canadian performers are already involved, including Grammy Award-winning producer, Lanois, who is currently touring for his own instrumental album *Belladonna*.

"I just make a mention during the show," he said. "People are very kind—they appreciate the gravity of the issues and it seems to bring another level of community to the evening."

The Artist Associates program isn't only interested in major

recording acts.

"We also work with independent artists who don't tour on a regular basis," explains Cutz. "Now they can tour full-time because they're an Artist Associate with World Vision."

The Winnipeg pop/rock act Starfield is proud of its association with World Vision. Now a busy touring band, they recently relocated to Nashville, home of their new record label EMI Sparrow Records.

"World Vision is an organization that saw the opportunity to partner with young bands and got their message out as a

result," said Starfield singer and guitarist Tim Neufeld. He says that the Artist Associates program is in synch with his band's values. "There's a desire in us to make a difference with our celebrity. The way that World Vision is dealing with problems in developing countries appealed to us."



Starfield

World Vision is an international, Christian relief and development organization working in more than 90 countries, providing help to more than 85 million people each year. In Canada, 579,000 Canadians donate to World Vision annually, including more than 300,000 child sponsors. World Vision is a member of the Make Poverty History coalition.

For more information about the Artist Associates program, please contact Mike Bowman or Cathy Cutz at artist_associates@worldvision.ca or visit www.worldvision.ca/artists.

World Vision
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