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GOODWORKS

WHY TAPS ARTISTS TO FIGHT HUNGER

Since joining World Hunger Year—a nonprofit that fights global hunger and poverty—a little more than a year ago, Hillary Zuckerberg has assisted the group with pulling in charity dollars by helping organize events that have featured such acts as Bruce Springsteen, Chicago, Papa Roach, Street Sweeper Social Club, Brandi Carlile and Earth, Wind & Fire.

Most recently, as the director of WHY's Artists Against Hunger and Poverty Program, Zuckerberg worked with rock band moe. to organize a Jan. 22 benefit concert at New York's Roseland Ballroom. In addition to donating all proceeds from ticket and merchandise sales to WHY (WHYHunger.org), the band allowed the nonprofit to auction 75 VIP tickets. The event raised about \$17,000, with a portion of the proceeds going to WHY's grass-roots partners in Haiti.

Prior to her arrival, Zuckerberg says WHY wasn't as active with using artists to spread its message. "There wasn't someone here whose sole job focused on it," she says.

But during her short time with WHY, Zuckerberg has received positive feedback from the music industry. "There were people I met along the way who came up to me and said, 'Thank you for bringing this awareness to us. We had no idea this organization existed,' " she says. "That's why I try really hard to make the program one in which artists of all levels can work with."

—*Mitchell Peters*