



FOR IMMEDIATE RELEASE:

THE BLACK EYED PEAS ANNOUNCE THE LAUNCH OF GLOBAL CHILDREN'S CHARITY

THE PEA POD FOUNDATION

AT THE 7TH ANNUAL BLACK EYED PEAS CHILDREN'S CHARITY EVENT AT KEY CLUB.

SATURDAY, NOVEMBER 26, 2005 - DOORS AT 8:00 PM

(West Hollywood, CA, November 22, 2005) **Key Club** and **Grassroots Productions** present the Grammy Award Winning, multi-platinum Hip-Pop sensation: **Black Eyed Peas** on Saturday, Nov. 26, 2005. All ticket sales will support the Black Eyed Peas children's charity, the **Pea Pod Foundation**. Tickets are \$200.00 and can be purchased by calling the Key Club box office at 310-274-5800 or by visiting www.ticketmaster.com.

Ever since they were a fledgling group in the environs of Los Angeles, the Black Eyed Peas have flaunted a passionate, energetic hip-hop spirit people have always been drawn to. The group, originally called Tribal Nation made up of **will.i.am** and **apl.de.ap** attempted to break into the industry with their original sound and positive lyrics since 1990...and breakthrough they did! With the additions of **Taboo** and **Fergie**, the group made a huge impression on the popular music scene with the release of **Elephunk** in 2003. The release of that album resulted in the sale of 7.5 million copies worldwide, **four Grammy nominations** and one Grammy Award for the group.

But if **Elephunk** was the group being crowned prince of the castle, then **Monkey Business**, their fourth album, is the Black Eyed Peas conquering the throne to become King. In many ways, the album is a direct descendant of its predecessor. "**Monkey Business** is very much about the types of songs we play live. It's about a party. It's layered differently and has energy to it that reflects how we tour – from the beats to the types of instruments we used to how we interact with the audience. It's very much about us and the crowd on this record" explains will.i.am.

The album features the hit singles "Don't Phunk With My Heart", "Shut Up" and "My Humps." Singer **Justin Timberlake** joins the group again (he first sang on **Elephunk's** break out single "Where Is The Love") for the song, "My Style." The song was produced by famed beat-maker **Timbaland**. Other collaborators on the album include **Sting** on the song "Union," Neo-folk singer **Jack Johnson** on, "Gone Going," and the Godfather of Soul, **James Brown**, for the song, "They Don't Want Music."

Recently voted #1 Live Music Venue by AOL City Guide, Key Club is located on the historic Sunset Strip and is dedicated to being the absolute best venue for live music and fine dining.

The Black Eyed Peas' recently launched the **Pea Pod Foundation, a Children's Charity intended to bring aid to children who suffer worldwide established through the Entertainment Industry Foundation (EIF)** – Hollywood's leading charitable organization. EIF, on behalf of the Pea Pod Foundation, will announce a grant to be awarded to South Central Los Angeles based **A Place Called Home** and its music program, **Project**

MuszEd. The Pea Pod Foundation will also make a donation to **After School All-Stars** who will also be featured as part of the show.

"The Black Eyed Peas have been performing to raise funds and awareness for children's charities since their own humble beginnings. They are thrilled to announce their continuing global efforts under the moniker of the Pea Pod Foundation with the support and expertise of the EIF" says **Christine Hansen, President/CEO of Thirty-Three Productions** and co-founder of the Pea Pod Foundation, alongside BEP manager, **Polo Molina**, the President of **Grassroots Productions** who successfully founded the **first Pea Pod Children's benefit in 1998.**

Don't miss your chance to witness one of the hottest shows of the year up close and personal: **Black Eyed Peas' performing live at Key Club for the 7th Annual Pea Pod Foundation Children's Charity Benefit on Nov. 26, 2005!** As part of the performance, children from A Place Called Home, Project MuszEd and After School All-Stars will have a once in a lifetime opportunity to "rock out" on stage before the Black Eyed Peas headline the show.

Sponsored by MySpace.com, the 3rd ranked web domain with over 38 million registered users. www.myspace.com/blackeyedpeas is home to over 70,000 friends of the Black Eyed Peas.

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About the Charities

The Pea Pod Foundation was created to bring attention, relief and aid to children who suffer worldwide.

A Place Called Home is an organization that provides at-risk youth with a secure, positive family environment where they can regain hope and belief, earn trust and self respect and learn skills to lead a productive lifestyle free of the gangs, drugs and poverty that surrounds them. <http://www.apch.org/>

Project MuszEd is a non-profit organization which provides resources and funding opportunities to youth in need who desire to pursue music education opportunities. Through its record label, PM Records, students have the opportunity to record their own projects and earn funds towards their educational pursuits through their CD sales and performances. <http://www.projectmuszed.org>

After School All-Stars educates, enlightens, and inspires young people by providing dynamic and exciting opportunities for success, while cultivating self-esteem, leadership and respect to help build healthier communities. <http://www.la-allstars.org>

As the philanthropic leader of the entertainment industry, the **Entertainment Industry Foundation** has distributed hundreds of millions of dollars – and provided countless volunteer hours – to support charitable initiatives addressing some of the most critical issues facing society today. For more information, visit www.eifoundation.org.

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