

## ***Imagine if You Could Have a Party and Change the World!***

**Skoll Foundation Launches National Grassroots Philanthropy Campaign at [www.thenewheroes.org](http://www.thenewheroes.org) in conjunction with PBS Series *The New Heroes***

When the tsunami hit in December 2004, millions of Americans responded to the crisis. It was a true outpouring of the charitable spirit as people put their moral values in action to help others in need by making donations. People have a natural impulse to do good, and they realized that their support of tsunami relief, no matter how small, could make a critical difference.

Now, as part of a nationwide campaign to bring family, friends and neighbors together across America, the New Heroes House Party campaign offers another opportunity for people to take action, not in response to a crisis but in answer to chronic problems of poverty, disease and exploitation that plague millions of people. The campaign has been launched in conjunction with an upcoming PBS series called ***The New Heroes***, hosted by Robert Redford, which tells the dramatic stories of social entrepreneurs who are tackling some of the most intractable problems facing their communities.

To participate in the campaign, individuals can order a free DVD with four dramatic stories from the series. A House Party Web site at [www.thenewheroes.org](http://www.thenewheroes.org) has all the information to order the DVD, as well as resources that make it easy to host a party – including a party invitation, party agenda and sample questions to engage party guests in conversation about how to we can all help to make the world a better place.

Calling on individuals to “Have a Party and Change the World,” the campaign encourages Americans with an interest in social justice who are ready to move from “caring” to “doing” to invite some friends or colleagues to watch the New Heroes House Party DVD and take action. The stories are especially appealing to parents who are struggling to find compelling ways to engage young people in the realities of economic and social challenges around the world.

The stories of the social entrepreneurs in ***The New Heroes*** are both fascinating and inspiring. For example, in India, a remarkable woman is setting up schools for poor children in the train stations where they beg. In sub-Saharan Africa, two young men have lifted farmers out of poverty by inventing a foot-operated water pump for irrigating crops and significantly increasing the yield. Combining business skills with compassion to pioneer innovative solutions to complex problems, social entrepreneurs measure their bottom line not in dollars and cents, but in lives transformed and dignity restored.

If House Party participants are inspired to support the work of the “New Heroes,” the Skoll Foundation will match up to \$100,000 in House Party donations made through GlobalGiving to any “New Heroes” featured in the series.

To learn more about ***The New Heroes*** documentary series on PBS and how to host a New Heroes House Party, go to [www.thenewheroes.org](http://www.thenewheroes.org). [HOT LINK]

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