

**Luce Forward Assists With**  
**“We Are The World 25 For Haiti”**

*California law firm donated its services to form the We Are the World Foundation*

**SAN DIEGO (February 22, 2010)** – Luce, Forward, Hamilton & Scripps LLP, a prominent California law firm with a national reputation, today announced that it has donated its service to form the We Are the World Foundation on behalf of its founders, Quincy Jones and Lionel Richie. The Foundation is a nonprofit organization that was created to release the remake of Michael Jackson’s *We Are the World* recorded by more than 80 artists and performers on the day after the Grammys to raise money for Haiti.

As with the original version produced 25 years ago to raise money to help people impacted by famine in Africa, the remake was produced by Quincy Jones, among others. Luce Forward attorneys Steven Chidester, Kristina Hancock, Phenix Kiamilev and Eli Mansour were involved in forming the We Are the World Foundation under extreme time constraints.

The Foundation is dedicated to raising money and to making grants to charitable organizations with meaningful and efficient relief and development programs that are responding to the continuing crisis in Haiti. The Foundation is developing mechanisms to permit its donors and members of the community to monitor the funds raised, the expenses paid, and the charitable grants funded.

To form the We Are the World Foundation, Luce Forward drew on its considerable depth in the representation of tax-exempt organizations and charitable giving. Among the members of The firm’s Family Wealth and Exempt Organizations practice group are five partners and four senior counsel and associates with a great deal of experience in representing tax-exempt organizations in varied and numerous charitable giving transactions.

Some of the artists whose musical talents contributed to the “We are the World 25 for Haiti” video include Michael Jackson, Janet Jackson, Justin Bieber, Miley Cyrus, Wyclef Jean, Pink, Celine Dion, members of Sugarland, Jamie Foxx, Josh Groban, Fergie, Will.I.Am, Jennifer Hudson, Rob Thomas, Usher, the Fray’s Isaac Slade, pianist Ethan Bortnick, Enrique Iglesias, Robin Thicke, the Jonas Brothers, Lionel Richie, Barbara Streisand, Carlos Santana, Natalie Cole, Earth, Wind & Fire, Tony Bennett, Natalie Cole, John Legend and many others. Lionel Richie, who wrote the original song with Michael Jackson, was also deeply involved.

The premiere of the “We Are the World 25 for Haiti” video aired on February 12, 2010 during the Opening Ceremonies of the Winter Olympics on NBC. The song and video are available for purchase online, on iTunes and by cable TV download, and proceeds will go to help the people of Haiti. The video can also be seen for free on YouTube or [www.world25.org](http://www.world25.org). The We Are the World Foundation has also established various means for donating to the Haiti relief effort via its Web site at [www.world25.org](http://www.world25.org).

Kurt Kicklighter, managing partner of Luce Forward, said, “We are proud of our firm’s contribution to this worthwhile endeavor and encourage everyone to take a moment to watch the video and donate to this meaningful cause.”

