



**July 29, 2010**

**Live from the Gulf Coast**

Online Web Cast ([www.gulfathon.org](http://www.gulfathon.org))

Nationwide Radio Programming

**American Grassroots Coalition ([www.americangrassrootscoalition.org](http://www.americangrassrootscoalition.org))**

**Mike Siegel**, National Radio Talk Show Host

**60 Plus** (Jim Martin)

**Doctor Patient Medical Association** (Kathryn Serkes)

**Tea Party Patriots Live Radio Show** (Jason Hoyt)

**Kitchen Table Patriots** (Ana Puig)

The Gulfathon is a nationwide telethon and radio-a-thon to help the people of the Gulf Coast. We have all seen the pictures of the oil covered birds and oil soaked marshes and wetlands and thus know that this is an ecological disaster of epic proportions. At the same time, there is a human tragedy to this disaster that needs to be profiled. While the federal government continues to focus on crucifying BP and creating more red tape for the clean up efforts, the grassroots movement in this country wants to do what Americans do best...help our own. This is what America does, Americans help Americans.

American Grassroots Coalition and our partners in this project, want to give these people a chance to have their stories told and faces seen. We want the rest of America to see what is happening in the Gulf Coast region. While it is easy to see and grasp the environmental damage because it is tangible, it is not as easy to see the economic damage. It is impossible to take a picture of a lost job. The Gulfathon is a vehicle to allow these stories to be told in an effort to bring the human element to this disaster.

The Gulf telethon (Gulfathon) will be held live in the Gulf Coast region and will be broadcast live on the internet. We will also be working with radio talk show hosts across the country to have the Gulfathon promoted on radio shows. In addition to the webcast, there will be a radio-a-thon on the same day. Radio talk show hosts across the country will devote their shows to the Gulfathon, and raise money directly from their audiences. This will be Executive-produced by Mike Siegel, nationally recognized host, and former President of the National Association of Radio Talk Show Hosts, and Kathryn Serkes, President of Square One Media.

The format of the Gulfathon will be to have citizens in the Gulf Coast region tell their stories, both live and in video format. We will be highlighting some of the worse hit areas in the region. We are partnering with celebrities and high profile people in an effort to make this as successful as possible.

The money collected will be divided up and sent to one or two charities in each of the four Gulf Coast states of LA, MS, AL, and FL. We are currently working with the state authorities to determine which charities are best suited to accept the money on behalf of the Gulfathon.

The project partners all have extensive, successful track records and experience in event organization, promotion, marketing and grassroots organizing, as well as media. They are all leaders in the grassroots movement and known across the country.

This is a project that will be most successful when partnering with other organizations. We would like to ask for your support in this effort of helping America's own citizens in the Gulf Coast region.

For more information, please do not hesitate to contact us. Thank you for your consideration.

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