

FOR IMMEDIATE RELEASE:

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## **MY100DAYPLANS ANNOUNCES THE #MY100DAYPLANS OSCARS® PARTIES FOR SOCIAL IMPACT CAMPAIGN**

New York, February 25, 2016. *My100DayPlans*, a “campaign of campaigns” for civic action, unveils their new campaign, “**Use Your Oscar Parties for Good!**”

We are living in a time of deep political and social uncertainty, but in response also a time of unprecedented civic engagement. People are protesting, calling their senators, and having letter-writing parties. At **My100DayPlans**, we thought: Why not inject a little social action into our Oscar parties? In honor of the **89<sup>th</sup> Academy Awards** on February 26, **My100DayPlans** is offering Oscars partygoers the chance to use their parties to do some social good.

The “**My100DayPlans Oscar Parties for Good**” campaign will ask people to fill out their ballots and donate their Oscar pool funds to nonprofit organizations we have selected inspired by the social themes of some of the nominated films. These are **Black Girls Code** (encouraging young African-American women in coding and science), **Cut50** (addressing mass incarceration), **International Rescue Committee** (addressing various aspects of current refugee crises), and **The Trevor Project** (LGBTQIA youth protection). [Note: My100DayPlans is not affiliated in any way with any of the nonprofit organizations listed.]

The #My100DayPlans Oscar ballot will be available for download via the My100DayPlans website (<http://my100dayplans.com/how-to-host-the-perfect-social-impact-oscar-party/>). The launch of this campaign is an opportunity to inject social action into Oscars parties around the country, and to inject a little fun and relaxation into our civic engagement.

My100DayPlans or this campaign are not endorsed by or related to the Academy of Motion Picture Arts and Sciences, or any entities related to AMPAS, the Oscars, or broadcast outlets telecasting the ceremony.

### **About My100DayPlans:**

**MY100 DayPlans** is civic engagement campaign to take an action-a-day for 100 Days. It functions as a “campaign of campaigns,” promoting and connecting the best and most effective actions and organizations that are doing great work all over the country and in all communities. The goal of My100DayPlans is to inspire new levels of civic engagement for everyone who’s committed to a strong, thriving, and inclusive American democracy. [www.my100dayplans.com](http://www.my100dayplans.com) | Twitter: @my100dayplans | Facebook: facebook.com/my100dayplans | Instagram: @my100dayplans

*MY100DAYPLANS is an independent initiative with financial support from Humanity In Action.*

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