
For immediate release

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CLASSICAL ACTION NOW REPRESENTED BY 21C MEDIA

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**CLASSICAL ACTION, THE ONLY ORGANIZATION WITHIN THE
CLASSICAL MUSIC COMMUNITY BENEFITING AIDS SERVICE PROVIDERS, IS
NOW REPRESENTED BY 21C MEDIA GROUP**

**FOUNDED BY ARTIST MANAGER CHARLES HAMLIN IN 1993,
CLASSICAL ACTION PRODUCES PRIVATE AND PUBLIC CONCERTS –
AS WELL AS SPECIAL EVENTS – TO BENEFIT AIDS SERVICE ORGANIZATIONS
ALL OVER THE UNITED STATES**

**SUCH ARTISTS AS DEBORAH VOIGT, JOSHUA BELL, THE EMERSON STRING
QUARTET, RENÉE FLEMING, JEAN-YVES THIBAUDET AND FRED HERSCH HAVE
DONATED THEIR SERVICES AND RAISED MORE THAN \$5 MILLION SINCE
CLASSICAL ACTION BEGAN ITS WORK**

21C Media Group proudly announces that it now represents **CLASSICAL ACTION**, the not-for-profit organization whose classical music events, house concerts and other fundraising activities raise money for AIDS and other relief organizations in communities across the United States.

CLASSICAL ACTION: Performing Arts Against AIDS was founded in 1993 by Charles Hamlen, an erstwhile French teacher who became a top-level artist manager, looking after such clients as the Emerson String Quartet, James Galway, Evgeny Kissin and Joshua Bell. After working in music management for many years, Hamlen felt he must do something to fight the scourge of AIDS that had been cutting a broad swath through the artistic community for more than a dozen years, and he undertook an extraordinary life-change to found CLASSICAL ACTION. He left the artist management company he had founded 15 years earlier – which had been acquired by international sports-giant IMG and renamed IMG Artists in 1984 – and began using his extensive contacts and accumulated good will to corral artists he knew would be willing and eager to help his new endeavor.

Through CLASSICAL ACTION, Hamlen, who was recently named a *Chevalier dans l'Ordre des Arts et des Lettres* by the French government, has organized dozens of concerts by internationally acclaimed artists, dispensing the proceeds to hundreds of AIDS and other relief initiatives in New York and in communities throughout the United States. In addition to its other fundraising projects, CLASSICAL

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News and Information

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ACTION has raised more than a quarter of a million dollars each year solely through the production of intimate concerts in the homes of generous sponsors in cities ranging from Beverly Hills, Boston, Minneapolis and New York to San Francisco, Santa Fe, Seattle and Houston. Many generous individuals have joined the supporters of CLASSICAL ACTION and invited guests to their homes for these concerts. The late Michael Palm – a particularly generous host during his lifetime – ensured continued support for CLASSICAL ACTION through his bequest, distributed by the Michael Palm Foundation.

The proceeds generated by such concerts and events – as well as the substantial cash gifts of supporters – are divided between AIDS organizations around the country and various programs of the Actors' Fund, which supports all those affected by HIV and AIDS within the entertainment industry nationwide. In 1997 CLASSICAL ACTION became a fundraising program of Broadway Cares/Equity Fights AIDS, the nation's leading industry-based AIDS fundraising and grant-making organization.

<http://www.classicalaction.org>