



FOR IMMEDIATE RELEASE:

RECORDING ARTIST SIR IVAN PLEDGES \$100,000 TO THE TREVOR PROJECT TO HELP PREVENT LGBTQ YOUTH SUICIDE

New York, NY, December 3, 2012 – Dance-pop recording artist **Sir Ivan** announced today a pledge to donate **\$100,000** to **The Trevor Project**, the leading national organization providing crisis intervention and suicide prevention services to LGBTQ youth. The donation will be made by Sir Ivan and The Peaceman Foundation, a nonprofit established by Sir Ivan, in 2005, to battle hatred, violence and Post Traumatic Stress Disorder (PTSD).

“As the son of a Holocaust survivor, I was made aware from a very young age of the need to stand up for those who cannot stand up for themselves, the bullied, the persecuted. Through my music and whatever influence I may have, I want to demonstrate the importance of acceptance and understanding. I’m particularly focused on the needs of the LGBTQ community – and specifically, LGBTQ youth – who are up to four times more likely than straight teenagers to attempt suicide. There is never an excuse for harassment and bullying, and I, for one, will not stand for it,” says Sir Ivan.

“The Trevor Project is grateful to Sir Ivan and the Peaceman Foundation for their generous support of our life-saving, life-affirming services for lesbian, gay, bisexual, transgender and questioning youth,” said **Abbe Land**, Executive Director and CEO of The Trevor Project. “Every gift helps The Trevor Project ensure our services are always available, and young people in crisis can plan for a future that begins today.”

Throughout his music career, Sir Ivan has been a champion of the LGBTQ community. His dance music and his videos – and their messages of understanding and respect – are representative of his commitment. His latest single, *La La Land*, (http://youtu.be/cSKoNdV3_HY) released in June 2012, is a furthering celebration of diversity, and went on to reach #10 on the UK Music Week’s Upfront Club Chart, Top 20 on the DJ Times National Crossover Pool Chart, and Top 30 on the Billboard Dance Club Chart in the U.S. The single’s music video begins in black and white, before transitioning into a flurry of rainbow colored flags to show support for the Community.

The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning young people under 24. Every day, The Trevor Project saves young lives through its free and confidential lifeline and instant messaging services, in-school workshops, educational materials, online resources and advocacy. Honored by the White House as a “Champion of Change,” The Trevor Project is a leader and innovator in suicide prevention. Learn more at TheTrevorProject.org.

For more information on Sir Ivan, please go to SirIvan.com.