



Alicia Keys' Documentary Available For Exclusive Download on SpiralFrog

SpiralFrog, April 07, 2008

URL: <http://www.pr9.net/ent/music/7790april.html>

SpiralFrog was selected by the non-profit organization, Keep a Child Alive (KCA), to be the exclusive download partner for "Alicia in Africa: Journey to the Motherland," the documentary of Grammy Award-winning musician and Keep a Child Alive (KCA) Co-Founder, Alicia Keys', month-long trip to Africa to visit communities affected by HIV and AIDS.

PR9.NET April 07, 2008 - New York, NY – SpiralFrog, Inc., (www.spiralfrog.com) the free and legal, ad-supported web-based music service, today announced it was selected by the non-profit organization, Keep a Child Alive (KCA), to be the exclusive download partner for "Alicia in Africa: Journey to the Motherland," the documentary of Grammy Award-winning musician and Keep a Child Alive (KCA) Co-Founder, Alicia Keys', month-long trip to Africa to visit communities affected by HIV and AIDS.

Keep a Child Alive is the non-profit organization that engages the public for a-dollar-a-day to buy the life-saving anti-retroviral drugs that keep children and their families alive in Africa. Alicia's commitment to the fight against AIDS is contagious and she is leading the effort to spread the message of KCA, "Start a Virus to Stop a Virus," virally, so she has selected a number of prestigious interactive media partners to help get the message out. Running April 9 – May 19, the full-length film will be available for download exclusively at SpiralFrog.com with information provided and donations accepted at AliciaInAfrica.com.

"We are proud to support the efforts of Keep a Child Alive and Alicia Keys," said Matthew Stern, vice president of marketing for SpiralFrog. "This is a powerful and important story to tell. We hope to help make a difference in the lives of the African children affected by AIDS by driving donations to AliciaInAfrica.com."

"We have received extraordinary support from the music and entertainment industries," says Leigh Blake, founder of Keep a Child Alive. "We are incredibly grateful to those organizations and celebrities who demonstrate their support by helping us generate awareness and donations for the families and children battling this disease everyday."

SpiralFrog is enlisting the help of its advertisers in further spreading awareness by creating turn-key, cross-platform sponsorship packages. The exclusive availability of 'Alicia in Africa' on SpiralFrog will include promotion on American Idol on April 9th, advance screenings of the documentary on college campuses, viral marketing and an email marketing campaign that will reach over 20 million people. Additionally, Alicia Keys will also be embarking on her US tour in more than 30 cities to let Americans know where to find the film and how they can help. SpiralFrog will be promoting the exclusive availability to download the film on the ground at each of these events.

"Supporting artist initiatives and organizations like Keep a Child Alive is important to us," said Joe Mohen, chairman and founder of SpiralFrog. "Our members are active and aware and want to know what is happening in the world. This is a serious issue and we are proud to play a part in spreading the word and opening the eyes of many who may not know how devastating the impact of AIDS is in Africa."

"Keep a Child Alive is an amazing charity and we applaud every effort they make in helping to change the world," said Mel Schriberg, CEO of SpiralFrog. "Alicia Keys' efforts with the organization are noble and extraordinary. We hope to help their efforts by offering this film to watch again and again, and motivate active support."

When downloaded from SpiralFrog, "Alicia in Africa" will play on multiple formats, including PCs and Macs.

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About SpiralFrog

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Headquartered in New York, SpiralFrog (www.spiralfrog.com) is a Web-based advertising-supported music experience that combines music discovery tools with free and legal downloads of audio and video content licensed directly from the catalogs of the world's leading music owners. SpiralFrog offers music-lovers a compelling alternative to illicit file-sharing and pirate sites, with a secure environment for them to satisfy their unyielding passion and thirst for music and entertainment information at no cost except for their time and attention.

Website: <http://www.spiralfrog.com/>