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# INGRID MICHAELSON TO RELEASE BENEFIT PROJECT "BE OK" OCTOBER 14

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## **SINGLE AVAILABLE ON ITUNES SEPTEMBER 2 "BE OK" TOUR TO BEGIN LATE OCTOBER**

### ***Proceeds of new song to benefit Stand Up To Cancer***

On October 14, indie pop songstress Ingrid Michaelson will release **Be OK**, a benefit project, on her own Cabin 24 Records. Anchored by the hopeful title track, the fan-friendly album will feature a mix of previously unreleased songs, covers, and live recordings that have become staples in Michaelson's set list over the past year. A portion of the proceeds will go to Stand Up To Cancer (SU2C), a groundbreaking initiative aimed at raising funds to accelerate cancer research and end cancer's reign as a leading cause of death.

"Being one of millions with a close connection to cancer, I know I need to do my part," said Michaelson.

Michaelson's song "Be OK" and music video will be featured on <http://www.standup2cancer.org> an intimate, interactive online community for all those who are touched by cancer, and appear alongside a variety of entertainment pieces including PSAs (featuring Jessica Biel, Jodie Foster, Morgan Freeman, Tony Hawk, Tobey Maguire, Sidney Poitier, Keanu Reeves, Susan Sarandon, Tilda Swinton, Christy Turlington Burns, and others); as well as videos on the SUTV channel (with the cast of The Daily Show, Larry David, Ryan Seacrest, and others). The "Be OK" single will also be available on iTunes beginning September 2.

The Stand Up To Cancer special, a nationally televised fundraising event to air simultaneously and commercial free on ABC, CBS and NBC on September 5, 2008 (8 pm EDT and PDT), will feature stars from film and television who will perform as well as present filmed content giving viewers insight into cancer.

Having completed the summer festival circuit, Michaelson will embark on a national headlining "Be OK" tour beginning in late October. A "Be OK" necklace she personally designed will be sold at all tour stops as well as online, with all of the proceeds going to SU2C. Tour dates will be announced soon.

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Michaelson and her self-released album Girls and Boys (featuring hit single “The Way I Am”), received great acclaim this past year in publications ranging from Entertainment Weekly to People to The New York Times. To date, Girls and Boys has sold over 230,000 copies while “The Way I Am” has sold over 710,000 digital downloads. As with Girls and Boys, **Be OK** will be marketed and distributed by Original Signal Recordings/RED.

**Be OK** will include:

- Be OK (radio mix)
- Lady In Spain (previously unreleased)
- You And I (previously unreleased)
- Giving Up (acoustic)
- Keep Breathing
- The Chain (live)
- The Way I Am (live)
- Somewhere Over The Rainbow (cover)
- Can't Help Falling In Love (cover)
- Oh What A Day (previously unreleased)
- Be OK (acoustic)

For more information about Ingrid Michaelson and **Be OK**, please contact Amanda Pitts at Original Signal Recordings, tel: 212.625.3590 x319, faxer: 212.625.3594, email: [amanda@originalsignalrecordings.com](mailto:amanda@originalsignalrecordings.com)

For more information on Stand Up To Cancer (SU2C), please contact Allison Elbl at IDPR, 323.822.4851, [aelbl@id-pr.com](mailto:aelbl@id-pr.com)

### **ABOUT STAND UP TO CANCER**

Stand Up To Cancer is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways. Stand Up To Cancer is bringing industry resources -- people, as well as mediums such as television and the web -- to bear in the fight against cancer as never before.

Stand Up To Cancer's leadership team includes producer of the September 5th broadcast Laura Ziskin; Katie Couric; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (who is also Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen and Vice President Kathleen Lobb; the Noreen Fraser Foundation and its executives Noreen Fraser (who is also a cancer survivor) and Woody Fraser, and Rusty Robertson and Sue Schwartz also of the Robertson Schwartz Agency; and nonprofit executive Ellen Ziffren, whose husband, noted L.A. attorney Ken Ziffren, played a pivotal role in bringing together the three networks for the broadcast special.

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*EIF is a 501(c)(3) charitable organization. Contributions to Stand Up To Cancer are tax deductible.*

*For more information please visit: <http://www.standup2cancer.org>*