

**BY THE PEOPLE; FOR THE PEOPLE SOUNDTRACK INSPIRED BY ACCLAIMED HBO
DOCUMENTARY- BY THE PEOPLE: THE ELECTION OF BARACK OBAMA**

MADE AVAILABLE EXCLUSIVELY ON ITUNES JANUARY 12, 2010

**ALL PROCEEDS TO BENEFIT EFFORTS BY UNITED WAY AND ENTERPRISE TO
REBUILD GULF-COAST HOUSING**

**BY THE PEOPLE: FOR THE PEOPLE FEATURES JOHN MAYER, SHERYL CROW, DIXIE CHICKS, INDIA.ARIE,
DAVE MATTHEWS, BRUCE SPRINGSTEEN, AND MORE**

(New York, NY/ January 11, 2010): Some of the world's most talented artists, including Bruce Springsteen, John Mayer, Dave Matthews, Sheryl Crow, India.Arie, Jon Bon Jovi, Tim McGraw and more, are featured on a new soundtrack inspired by the acclaimed HBO Documentary chronicling the candidacy and election of Barack Obama, *By The People: The Election Of Barack Obama*, available exclusively on the iTunes Store beginning January 12.

The star-studded digital only album *By The People: For The People: A Soundtrack Inspired By The Motion Picture By The People: The Election Of Barack Obama* – will be released by Green Film Company. The intriguing blend of songs and artists is a socially-conscious tour de force, with *all* proceeds, including artist and publishing royalties, going to United Way to support Gulf Coast rebuilding efforts being done in conjunction with the non-profit Enterprise Community Partners, Inc. (Enterprise).

Produced by Michael McDonald and Mark Levinsohn, the 13 song collection with a special bonus live video offering by Bruce Springsteen exquisitely captures the spirit of community which embodied the Obama campaign and ignited a nation.

Other great artists on the riveting soundtrack are Dixie Chicks, John Legend, Ben Harper Dashboard Confessional, Sharon Jones & the Dap Kings, Yim Yames of My Morning Jacket, Bettye LaVette, Peter Salett and Craig Wedren.

Nearly a year before Barack Obama announced his candidacy for the presidency; filmmakers Amy Rice and Alicia Sams began to roll cameras on the behind-the-scenes events taking shape in the future President's life. Produced by award-winning actor Edward Norton's company Class 5 Films and Green Film Company, *By The People: The Election of Barack Obama* highlighted never-before-seen footage of the historic Obama trek to the White House.

Norton, a trustee of Enterprise, says, "In many ways, 'By the People' is a portrait of the people in Obama's campaign who believed that their individual effort could help make history. So it's fitting that all the proceeds from the soundtrack support Enterprise and United Way's efforts to engage volunteers who also think that they can make a difference, restoring hope and rebuilding lives in the Gulf Coast."

Debuting on HBO on November 3, 2009 – the one year anniversary of the historic Obama election - The New York Times called the rare access captured in *By The People* "*One of the most candid reflections yet of what happened to Mr. Obama during the 2008 presidential*

election campaign and what it signified for the United States....," noting that *"at the heart /the campaign/ was about community organizing."* The documentary will be available on DVD this month as well. The songs chosen by the respective artists featured on the accompanying soundtrack, *By The People: For The People*, mirror the spirit of America's communal re-awakening glimpsed in the Obama documentary.

The diverse collection of empowering songs and inspirational artists also includes some never before realized duets, including rock icon Jon Bon Jovi and soul legend Bettye LaVette covering Sam Cooke's seminal 1960s anthem "A Change Is Gonna Come," and John Mayer and Ben Harper pairing up for "Waiting On The World To Change." Other rousing selections include Dashboard Confessional's incandescent version of U2's memorable "City Of Blinding Lights," which was ordained as an one of the un-official theme songs of the Obama campaign; India.Arie's signature rendition of "There's Hope," and Sheryl Crow laying down the momentous "Rise Up." There is also a special bonus-track live performance video of Bruce Springsteen's acclaimed acoustic interpretation of the American classic "This Land Is Your Land," authored by folk icon Woody Guthrie, the legendary Dust-bowl troubadour whose spirited musical and activist legacy pioneered the concept of music as a social force for change, alongside behind the scenes footage of the Obama family on the campaign trail.

Inspired by Barack Obama's historic campaign and the documentary that chronicled the irreversible winds of change that led to one of America's most monumental elections. *By The People: For The People: A Soundtrack Inspired By The Motion Picture By The People: The Election Of Barack Obama* soars as one of the most enriching gathering of artists and kindred musical offerings in years.

For more information on soundtrack contact:

Tracey Miller & Associates, Inc. info@tmapublicity.com, 609-383-2323, or Philip Ramirez, Group Gordon, Philip@grouppgordon.com, 212-784-5713.

GREEN FILM COMPANY

The Green Film Company is a New York based production company focusing on documentary and narrative films. Founded in 2007 by Chris Romano and Dan O'Meara, the company recently produced and financed *By the People: The Election of Barack Obama* with Edward Norton's company Class 5, which sold to HBO, SONY and BBC. GFC is currently in production on *Freakonomics*, an anthology style adaptation of the best-selling book, with a roster of award-winning directors including Morgan Spurlock (*Super Size Me*) and Alex Gibney (*Taxi to the Darkside*) and *Gerrymandering*, a documentary about congressional redistricting with Executive Producer Bill Mundell and director Jeff Reichert. GFC is also developing an historic mini-series based on Jim Green's book, *Death in the Haymarket: A Story of Chicago, the First Labor Movement and the Bombing that Divided Gilded Age America* and an adaptation of Chris Anderson's bestselling book, *Free: The Future of a Radical Price*.

UNITED WAY

United Way is a worldwide network in 45 countries and territories, including nearly 1,300 local organizations in the U.S. It advances the common good, creating opportunities for a better life for all, by focusing on the three key building blocks of education, income and health. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become a part of the change. For more information about United Way, please visit:

LIVEUNITED.org.

ENTERPRISE

Enterprise is a leading provider of the development capital and expertise it takes to create decent, affordable homes and rebuild communities. For more than 25 years, Enterprise has introduced neighborhood solutions through public-private partnerships with financial institutions, governments, community organizations and others that share our vision. Enterprise has raised and invested more than \$10 billion in equity, grants and loans to help build or preserve more than 250,000 affordable rental and for-sale homes to create vital communities. Enterprise is currently investing in communities at a rate of \$1 billion a year. Visit www.enterprisecommunity.org and www.enterprisecommunity.com to learn more about Enterprise's efforts to build communities and opportunity. Contact: Philip Ramirez, Group Gordon, Philip@groupgordon.com, 212-784-5713.

Track Listing:

By The People: For The People: A Soundtrack Inspired By The Motion Picture By The People: The Election Of Barack Obama

1. John Mayer f/Ben Harper - Waiting On The World To Change
2. Sheryl Crow - Rise Up
3. Dixie Chicks - I Hope
4. John Legend - (RED)emption Song
5. India.Arie - There's Hope
6. Sharon Jones & the Dap-Kings - He Said I Can
7. Jon Bon Jovi & Bettye LaVette - A Change Is Gonna Come
8. Dave Matthews - Dreaming Tree
9. Peter Salett - Endless Orange Sky
10. Tim McGraw - Free Man
11. Yim Yames of My Morning Jacket - Look At You
12. Dashboard Confessional - City Of Blinding Lights
13. Craig Wedren - Rebuilding
14. Bruce Springsteen - This Land Is Your Land ****

**** Video