



FOR IMMEDIATE RELEASE

## Country Music Star Tim McGraw Supports Local Nonprofit on 2010 Tour

### *Singer Makes Grant to A Child's Place of Charlotte through Neighbor's Keeper Fund*

**Nashville, Tennessee** – Country music superstar Tim McGraw is supporting nonprofits across the United States during his 2010 Southern Voice tour.

Through a sponsorship with Frito-Lay, McGraw's charitable fund, Neighbor's Keeper, has identified worthy nonprofit organizations which serve children and their families in select tour cities. Grants from this sponsorship will be made to local charities in 34 cities via The Neighbor's Keeper Fund.

On Friday, July 23rd, the Southern Voice Tour makes a stop in Charlotte at Verizon Wireless Amphitheatre, where McGraw, Frito-Lay's Fritos brand corn chips, and Neighbor's Keeper are making a grant of \$8,000 to A Child's Place, a local organization addressing the impact of homelessness on children in Charlotte-Mecklenburg.

"Faith and I feel it's incumbent upon us to step in where we see a need," said McGraw. "It's the way we were raised. In our homes, money was tight – my mom was working two and three jobs when I was in junior high - but the supply of goodwill was endless."

In addition, tour partner Outback Steakhouse will support the Neighbor's Keeper Fund through in-restaurant promotions and other merchandise sales. Through these corporate partnerships, McGraw's Southern Voice tour is helping create awareness about the important work of nonprofits within select tour cities.

"We, at Frito-Lay, really value our sponsorship over the years with Tim and Faith and we are proud to be able to help such worthy causes. We know that these days it is important for all of us to be "Givin' Where We're Livin'" and are excited to be a part of this effort," said Ken Partyka, Vice President, Frito-Lay.

### **About A Child's Place**

Homelessness for children isn't just about where they lay their heads at night; it's about where their heads are during the day at school, too. Founded in 1989, A Child's Place of Charlotte is working to erase the impact of homelessness on

children and their education, reaching nearly 1,600 children during the 2009-10 school year. To learn more about A Child's Place, a 501(c) 3 public charity, or to make a donation, call 704-343-3790 or visit [www.achildsplace.org](http://www.achildsplace.org).

### **About Neighbor's Keeper**

Founded by Tim McGraw and Faith Hill in 2004 out of their desire to help people in need and encourage the spirit of neighbors helping neighbors, Neighbor's Keeper seeks to strengthen communities by contributing to diverse projects with primary emphasis on children's initiatives. To be a part of Tim and Faith's efforts to help others, charitable contributions can be made to the Neighbor's Keeper Fund at The Community Foundation of Middle Tennessee, a 501 (c) 3 public charity. <http://www.timmcgraw.com/#neighbors-keeper.html>

### **About The Community Foundation of Middle Tennessee**

The Community Foundation of Middle Tennessee oversees more than 720 charitable funds, including The Neighbor's Keeper charitable fund. In the past 18 years, The Community Foundation has distributed more than \$460 million to community programs and institutions. It is located in Nashville, Tennessee. For more information, call 615-321-4939 or visit [www.cfmt.org](http://www.cfmt.org) <<http://www.cfmt.org/>>

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A Child's Place ... Working to erase the impact of homelessness on children and their education