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**GEORGE MICHAEL JOINS ALICIA KEYS,
MARK RONSON, TINIE TEMP AH & PALOMA FAITH
FOR BLACK BALL LONDON - JUNE 15th**

LONDON, MAY 26, 2011, The line-up for Keep a Child Alive's Black Ball keeps growing, as renown pop star, George Michael has confirmed to perform at the prestigious fundraising event hosted by Alicia Keys and producer, artist, musician, Mark Ronson, on June 15th 2011 at The Roundhouse, London NW1.

Alicia Keys and Mark Ronson, who is serving as the musical director for the event, will present the evening's programme which, in addition to George Michael, also features performances from Tinie Tempah and Paloma Faith. Guests of the Black Ball London will enjoy an intimate cocktail party, live auction (conducted by comedian Eddie Kadi and Christies' Hugh Edmeades) and spectacular seated dinner with extraordinary performances by Alicia Keys and some of the world's top recording artists.

"We've wanted George Michael to be a part of the Black Ball UK since our first event," said Keys. "George Michael's work raising awareness and funds for those suffering with HIV has spanned three decades and I'm honoured that he has lent his voice to our KCA cause. His songs have built memories in people's hearts, mine included, and I'm so excited he is going to join us this year. Just when we think it can't get any better...It does! Get ready for a mind blowing night!"

Keep a Child Alive's Black Ball is a spectacular fundraiser where celebrity and philanthropy walk hand in hand. The evening celebrates the work of Keep a Child Alive (KCA) while raising money to provide treatment, care, nutrition and a future to children and families affected by HIV/AIDS in Africa and India.

Keep a Child Alive UK launched the Black Ball London in July 2008. The intimate and exclusive gala featured incredible performances by Adele, Jennifer Hudson, Damian and Stephen Marley and Emmanuel Jal, and was highlighted by duets from Alicia Keys and Annie Lennox performing "Everybody Hurts" and "Sweet Dreams." Attendees were also privileged to hear the inspirational words of KCA President Leigh Blake, and co-hosts June Sarpong and Chiwetel Ejiofor. In 2010, Keep a Child Alive's Black Ball London was co-hosted by Thandie Newton, and featured joint performances from Alicia Keys alongside Bryan Ferry and Kasabian.

To date Alicia Keys has shared the Black Ball stage in New York and London with Bono, Annie Lennox, Sade, David Bowie, Youssou N'Dour, Gwen Stefani, Jennifer Hudson, John Mayer, Justin Timberlake, Jay-Z, Chris Martin, Kathleen Battle, Usher and more to create some of music history's most magical moments. Since the first Black Ball was held in New York in 2004, the London and New York events have raised over \$13 million to fund children and families with HIV/AIDS in Africa and India.

GEORGE MICHAEL has been British pop royalty ever since he took the charts by storm with *Wham!* in 1982, and since then has gone on to establish himself as one of the world's most critically-acclaimed singer/songwriters. Michael's outstanding artistry has spanned over three decades. During this time Michael has sold over 100 million record sales, received 45 award nominations and 17 Award wins (including 4 Grammy's and 5 Ivor Novello awards); scored six no. 1 singles in the US, and eleven no. 1 singles in the UK; played at some of the most important concerts in history, (including Live Aid, the Nelson Mandela Freedom Concert and Live 8); and has been certified the Most Played Artist on British radio over the last 20 years. Hailed as everything from '*The best vocalist this country has ever produced*' (The Sun) through to '*King George*' (Mail On Sunday), George Michael is nothing short of a legend.

Please help make a difference by joining us at The Black Ball London. For ticket/table information please log onto www.keepachildalive.org/the-black-ball.

ABOUT KEEP A CHILD ALIVE

Keep a Child Alive provides first class AIDS care, support, nutrition and love to children and families affected by HIV/AIDS in Africa and India. There are currently 15 million AIDS orphans in Africa alone and 30 million people have died from HIV/AIDS worldwide. Anti-retroviral (ARV) treatment has transformed the lives of people with AIDS in the West, returning them to health from illness. However, millions of people with AIDS have no access to these lifesaving drugs. KCA funds more than just the pills necessary to fight HIV/AIDS by providing the necessary nutrition, shelter and support to ensure the treatment is taken properly and is effective. KCA currently provides funding to 11 clinical and orphan care sites in 5 countries: Kenya, Rwanda, South Africa, Uganda and India; with previous projects in Ethiopia, Kenya, Mali, Zimbabwe and South Africa that have been successfully scaled to new levels of service and self-sustainability within their communities.

Keep a Child Alive is committed to engaging the global public in the fight against AIDS and is proud to be a pioneer in fundraising. KCA was the first charity to ask the public to donate directly to purchase AIDS treatment and the first to make a documentary, "Alicia in Africa" available for free download. Keep a Child Alive also pioneered text messaging as a means to donate using our innovative Text ALIVE campaign to inspire whole new audiences to support our work. Keep a Child Alive's latest campaign, BUY LIFE, uses the smart-phone applications to scan bar-code technology to donate directly to KCA. KCA is the first to use this bar-code technology for philanthropic purposes.

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