



“MY CAUSE” WEB FEATURE FOR MARCH SPOTLIGHTS

COREY SMITH AND “SEVA FOUNDATION”

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WEB FEATURE AVAILABLE ON ACMLIFTINGLIVES.ORG STARTING TODAY

Tweet: March's @ACMawards Lifting Lives' My Cause is @coreysmithmusic & @Seva_Foundation! <http://bit.ly/ACMMyCause>

Encino, CA (March 5, 2014) – **ACM Lifting Lives®** announced today that the March “My Cause” web feature will spotlight **Corey Smith** and the charity organization, **Seva Foundation**. The web feature drives awareness of artist-supported charitable organizations and supports fundraising efforts for those philanthropies.

My Cause is a way for ACM Lifting Lives to tangibly demonstrate the Academy's support of country music artists. Many people have been helped by these fantastic charities, and ACM Lifting Lives bolsters that support by increasing awareness and funding for these very deserving causes. Over the past two years, ACM Lifting Lives has donated more than \$200,000 to artists' favorite charities through this program, and will again make a donation in addition to driving fan awareness.

This month, “**My Cause: Seva Foundation**” highlights an organization that is dedicated to the prevention of blindness around the globe. Seva builds sustainable eye care programs in places where access to services is extremely limited and people commonly lose their eyesight due to cataracts, injuries and other easily preventable causes. Since 1978, Seva's Sight Program has helped nearly 3.5 million people see again.

Click [here](#) to watch the March “My Cause” video and donate to this cause.

About ACM Lifting Lives

ACM Lifting Lives® is the philanthropic arm of the Academy of Country Music dedicated to improving lives through the power of music. Through partnerships with artists and strong ties in the music industry, ACM Lifting Lives develops and funds music-related therapy and education programs, and serves members of the community who face unexpected hardships through its Diane Holcomb Emergency Relief Fund. Through generous donations and the support of artists and fans, ACM Lifting Lives is able to fund everything from disaster relief and helping communities in need, to music education in schools and music camps for those with disabilities, to supporting programs that use music therapy as a means to help our veterans and wounded warriors, while providing grants to help them ease back into life. For more information, please visit www.ACMLiftingLives.org.

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