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## **Voice of Jerry Reed to Assist in East Africa Crisis Campaign Project**

**Whitesboro, NY** (March 1, 2012) – Jerry Reed, voice talent, is among one-hundred professional voice artists that have signed up to voice-over ten radio and video spots being broadcast across all social media, radio, tv (where possible), aid-agency websites and other affiliates. @VOEastAfrica, a social-media campaign, is coordinating the production of 10 viral videos, for 10 recognized aid-agencies fighting the crisis in the #HornOfAfrica. The recordings highlight the East Africa crisis and solicit donations of \$1, £1, €1 upwards directly to ten partner aid-agencies.

This media campaign, with production costs in the tens of thousands all provided pro-bono, is assisting to bring attention, sponsorship and donations for the crisis in East Africa:

<http://www.wfp.org/content/east-africa-faces-worst-food-crisis>

Ten professional voice artists each are collaborating on one radio/video spot, each produced by ten different audio and/or video producers, for each of the chosen aid-agencies working on the ground. The main objective is to create as much awareness to the crisis as possible, in the hope that the social media and wider communities will be informed and moved to donate at least a \$1, £1, or €1!

VOEast Africa campaign began on 11-11-11 across all social media and continue through 12-12-12 (the official birthday of the campaign), also the independence day of Kenya, home of Dadaab - "THE WORLD'S LARGEST REFUGEE CAMP".

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<https://www.facebook.com/VOEastAfrica>

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To donate:

<http://www.justgiving.com/VOEastAfrica>