



## FOR IMMEDIATE RELEASE

Date: Sep 13, 2011

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Event Date: Friday, Sep 30, 2011

Event Time: 8p.m.-1a.m. at Ruta Maya

### **DiscoverHope to host 4<sup>th</sup> Annual Band Together for Hope Concert with the Little Elmore Reed Blues Band to Benefit Women in Poverty Through Microcredit**

Austin, TX –Austin-based microlender [DiscoverHope](#), an international development nonprofit, will be hosting a concert at Ruta Maya on September 30 to benefit women living in developing countries on less than two dollars a day. Headlining the concert will be Austin-based Little Elmore Reed Blues Band. Also sharing the stage will be The Moonlighters and special musical guests.

For last three years, the concert has raised awareness about the success that microlending has on the population of people living in extreme poverty conditions around the world. “Band Together has become a fantastic way for folks to party to some great live music while at the same time knowing this concert is helping change the lives forever of over 200 women and their families.” says Jennifer Edwards, Executive Director of DiscoverHope.

Microlending has gained popularity worldwide as an effective tool to provide a path from poverty to sustainable income. DiscoverHope’s unique and successful “Microcredit Plus” model implements a dual approach to poverty alleviation—providing microloans *and* entrepreneurial training to help loan recipients build their businesses. It is this training component that makes DiscoverHope’s model so unique. The organization asks loan recipients what they need to build and sustain their business; then it answers with training focused on literacy, health education, artisan, culinary and business-skills development.

In three years, DiscoverHope has funded more than 350 loans and 900 development classes for 2000 participants. Microloan recipients have reached a 100% payback success rate. In addition, our loan recipients have reported more than 20% in new income generation directly related to skills and knowledge obtained in DiscoverHope classes—which cycles directly back into their families and communities.

For tickets to the event, visit <http://bandforhope.eventbrite.com/>. For more info call 512-535-3344.

*DiscoverHope Fund is an international non-profit whose mission is to provide opportunities for women in poverty to create their own prosperity through microcredit, entrepreneurship, and training. Their work serves women living on \$2 a day in developing nations so they can shape their own destinies through creation of entrepreneurial businesses.*

A special thanks to our Austin based sponsors:

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