



## Celebrities and Bloggers Take PayPal For SXSW 2009 Social Media Smackdown

### Alec Baldwin, Hayden Panettiere and Others Compete to Raise Money for Charities Using Twitter, MySpace, Fan Web sites and Blogs

**SAN JOSE, Calif. and AUSTIN, Texas– March 16, 2009** – PayPal, a leading global online payment service, is kicking off the first ever social media smackdown and charity fundraiser tonight at Mashable and Blurb's SXSW Bash at Six Lounge in Austin.

Beginning today, PayPal is challenging nine celebrity teams to raise the most money for their chosen charities via social media sites and blogs. Fans can help spread the word by copying their favorite celebrity's PayPal fundraising widget to their MySpace pages or personal Web sites and encouraging friends to donate. On March 26, PayPal will announce the winner and make an additional donation to the winning celebrity's charity of choice. Participating teams are:

- **Alec Baldwin** - Benefiting The Actors Fund  
[www.charitysmackdown.com/team\\_alec.html](http://www.charitysmackdown.com/team_alec.html)
- **Brea Grant** - Benefiting Girls Rock Camp Austin  
[www.charitysmackdown.com/team\\_brea.html](http://www.charitysmackdown.com/team_brea.html)
- **Corbin Bleu** - Benefiting Stand Up To Cancer  
[www.charitysmackdown.com/team\\_su2c.html](http://www.charitysmackdown.com/team_su2c.html)
- **Elevenmoms** - Benefiting Share Our Strength  
[www.charitysmackdown.com/team\\_sos.html](http://www.charitysmackdown.com/team_sos.html)
- **Ernie Johnson** - Benefiting Samaritan's Feet  
[www.charitysmackdown.com/team\\_ernie.html](http://www.charitysmackdown.com/team_ernie.html)
- **Hayden Panettiere** - Benefiting The Whaleman Foundation  
[www.charitysmackdown.com/team\\_hayden.html](http://www.charitysmackdown.com/team_hayden.html)
- **Kyle Petty** - Benefiting Victory Junction  
[www.charitysmackdown.com/team\\_kyle.html](http://www.charitysmackdown.com/team_kyle.html)
- **Linkin Park** - Benefiting Music For Relief  
[http://www.charitysmackdown.com/team\\_linkinPark.html](http://www.charitysmackdown.com/team_linkinPark.html)
- **Pete Cashmore** - Benefiting Leukemia and Lymphoma Society  
[www.charitysmackdown.com/team\\_pete.html](http://www.charitysmackdown.com/team_pete.html)

"The Actors Fund is the pre-eminent organization for assisting all of my friends and colleagues in performing arts and entertainment around the country," said Alec Baldwin, star of NBC television program "30 Rock." "Most of those who work in this business are not stars – they're working professionals who have no place else to turn when times are difficult. Please help them continue their vital work with your generous support."

"I am proudly supporting Stand Up to Cancer, because this organization is determined to bring an end to a disease that affects one out of every two men and one out of every three women," said actor and recording artist, Corbin Bleu. "There are amazing causes in this Smackdown, but I hope I can put a spotlight on SU2C and its pledge to end cancer's reign as a leading cause of death."

"I am honored to be the spokesperson for Samaritan's Feet," said Ernie Johnson, famous NBA reporter. "This organization demonstrates compassion to the poorest of the poor through servant leadership by washing their feet and telling them that they are loved. We are no different from them. We just happen to be born in the US and not a Third World country. I feel blessed and privileged to be the voice of these children who don't have one."

"Victory Junction is excited to participate in this charity challenge, which will raise awareness and funds for children with chronic medical conditions and serious illnesses," said NASCAR driver Kyle Petty. "In these economic times, raising money is more important than ever, and we appreciate the fundraising opportunity PayPal, in partnership with Mashable, has given us to continue to deliver life-changing camping experiences."

Donations can also be made directly on the Charity Smackdown homepage (<http://www.charitysmackdown.com>), where details about the celebrity teams and their causes will be showcased.

Currently more than 100,000 non-profit organizations use PayPal. The PayPal fundraising widget makes it even easier for charities and people to connect, spread awareness and raise money for important causes in order to make a difference. For more information about the PayPal fundraising widget visit <https://www.paypal.com/nonprofits>

**About PayPal**

PayPal is the faster, safer way to pay and get paid online. The service allows members to send money without sharing financial information, with the flexibility to pay using their account balances, bank accounts, credit cards or promotional financing. With more than 70 million active accounts in 190 markets and 19 currencies around the world, PayPal enables global ecommerce. PayPal is an eBay company and is made up of three leading online payment services: the PayPal global payments platform, the Payflow Gateway and Bill Me Later. More information about the company can be found at <https://www.paypal.com>

**About Mashable**

Mashable is The Social Media Guide - a place for tips, how-tos and the latest information about social media for web users, brands, news organizations, marketers and charities.

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