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**Vonality**



Apr 19, 2010 16:40 ET

## Vonality Puts "Fun" Into Fundraising, by Sparking "Idol Gives Back" Online Charity Auction

**"Idol Gives Back" raises money for charity by offering unique, once-in-a-lifetime experiences to American Idol fans world-wide, through an online social commerce strategy designed and sparked by Vonality**

LOS ANGELES, CALIFORNIA--(Marketwire - April 19, 2010) -

Editors Note: There is a photo associated with this Press Release.

[Vonality, Inc.](#), sparking the online auction for the "[Idol Gives Back](#)" charity event, airing Wednesday, April 21 (8:00-10:00 PM ET live/PT tape-delayed) on FOX would like to share a little taste of what is in store for music lovers around the world.

Have you dreamed of stepping inside a professional recording studio to have your very own song professionally recorded and produced?

How about a private singing lesson with music moguls Randy Jackson and Kara DioGuardi?

A Simon Cowell Fan? Or wait, perhaps more of a Ryan Seacrest Fan? Bid on a private meet and greet with Simon Cowell or a private meet and greet with Ryan Seacrest – and who's clothing would you prefer to own? Simon's t-shirt or Ryan's suit?

Ellen DeGeneres fans can, bid on a pair of signed sneakers from Ellen and VIP tickets to her show. Additional items include the judges Coca-Cola cups, Adam Lambert's leather jacket, Allison Iraheta's autographed guitar, David Cook's guitar and more.

All of this and much more can be yours - get ahead of the crowd, [register now](#) and support the Idol Gives Back Online Auction. Go to [idolgivesback.org](#) to get started. The auction ends April 20, 2010 at 11:59 PM PT.

"Idol Gives Back" has selected Vonality as its partner to create its first ever online auction to raise money for charity. "Idol Gives Back," the historic Emmy Award-winning television event and music celebration has raised more than \$140 million to benefit charities around the world and across the United States.

"We are very excited to be working with "Idol Gives Back" on this special initiative. Creating this unique online auction opportunity with global reach for fans to give back and raise money in this new way is awesome. The Idol Gives Back Foundation and the "American Idol" talent and sponsors have been instrumental in making this happen", says Josh Gold Founder and CEO of Vonality.

For more information, please visit [idolgivesback.org](#) and click on the "Auction" tab.

### About Vonality

Vonality is the market leader for developing and managing high profile, fan based social commerce campaigns, using e-commerce and auction platforms for high-profile entertainers, celebrities, entertainment media companies, retailers, corporate brands and non-profit organizations. Vonality has developed award winning not-for-profit and for-profit campaigns that have opened up new revenue opportunities for its clients and partners.

**For more information about Vonality and how we help spark brands and increase fortunes visit [www.vonality.com](http://www.vonality.com).**

### About IGBF

The Idol Gives Back Foundation is a not-for-profit 501(c)(3) organization established by the producers of *American Idol* and FOX to raise money and awareness to serve children and their families in need throughout the U.S. and the rest of the world. The Idol Gives Back Foundation is harnessing *American Idol's* ability to capture America's hearts and the power of entertainment to benefit some of the poorest and most vulnerable people in the world.

To view the photo associated with this Press Release, please visit the following link: [http://media3.marketwire.com/docs/American\\_Idol\\_800.jpg](http://media3.marketwire.com/docs/American_Idol_800.jpg)

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