



FOR RELEASE APRIL 12, 2011

CONTACT:

Kelly Fordham
Brynn Bagot Public Relations, LLC
214.528.5600
kelly@brynnbagot.com

ONE MAN DALLAS PRESENTS 20 GREAT DFW MEN AND CHARITIES

DALLAS – The One Man Project is pleased to announce the 20 men in Dallas-Fort Worth who are competing for the title of ONE MAN DALLAS. During a live show on May 19, 2011, one of these men will be identified as ONE MAN DALLAS – the man who represents the best of DFW from the perspectives of community involvement, personality, intelligence, and fitness.

The 20 semifinalists were selected from hundreds of applications. The men and their affiliated non-profit organizations are:

| | |
|------------------------|---|
| Karl Chiao | Dallas Summer Musicals |
| Asad Dean, M.D. | Suicide & Crisis Center |
| Jason Friedman | Blondes vs. Brunettes Dallas benefiting the Alzheimer's Association |
| Daniel Hernandez | Christopher & Dana Reeves Foundation |
| Joseph Hernandez | Habitat for Humanity |
| Robert Ivey III | Dallas Children's Advocacy Center |
| Loren Koziol | Texas Scottish Rite Hospital for Children |
| Raul Magdaleno | Hispanic Youth Institute |
| Terrance Maiden | Two-Wins Foundation |
| Matt McCallister | Meals on Wheels Fort Worth |
| Mark A. Melton | Big Thought |
| Charlie Morris | Promise House |
| Paul Panza | KIPP Dallas |
| Mitch Paradise | Friends of the Dallas Police |
| Christopher Ryan | Big Brothers Big Sisters |
| Ron Thompson | Sammons Center for the Arts |
| Christopher Trowbridge | Boys and Girls Club Greater Dallas |
| Abe Turner | North Texas Food Bank |
| Steven Weir | Legacy Counseling Center |
| Marcus Walther | Communities In Schools Dallas |

Because women currently volunteer at a rate five times that of men and make up the great majority of charitable organizations' staff, the mission of the One Man Project is to reduce that gender gap by encouraging more young men to be engaged in the community. The One Man Project originated in 2009 with One Man Minneapolis, and also produced One Man Chicago in 2010.

“When we hear the phrase ‘generate awareness for local charities,’ we immediately think of traditional fundraisers, galas or small community events,” said Melissa de Leon, Vice President of Development for Dallas Area Habitat for Humanity. “ONE MAN DALLAS brings a fresh approach to generating awareness for local charities by helping us select an ambassador who supports our mission. Through media interviews and a series of happy hours organized by ONE MAN DALLAS, these champions are able to educate the general community about the charities they chose to represent. We are honored to be among the finest organizations in Dallas and be represented by such a wonderful advocate. It is true – one man can make a difference.”

The 20 semifinalists will participate in the ultimate live entertainment event on May 19 at 7:30 p.m. at the Dallas Contemporary hosted by *Good Morning Texas* host Amy Vanderoef and fashion expert Abby Gregory. During the final event, five finalists will be announced who will then undergo a series of qualifying rounds including an informal interview, a pop culture quiz and a style segment. A panel of judges will then select ONE MAN DALLAS from the five finalists. The judges include:

| | |
|---------------------------|---|
| Jackson | Concierge, Barney’s New York |
| Christian Poppert | Associate Publisher, <i>Modern Luxury</i> |
| Lynn McBee | Community Leader and Philanthropist |
| Eimear McGonagle | Beam Global |
| Doug Quinn | CEO, FC Dallas |
| Kimberly Schlegel-Whitman | Author and Entrepreneur |
| Bruce Schultz | CEO, The Boardroom Salon for Men |
| Shae Sims | Regional Manager, Gables Residential |
| Vereel Rathod | CEO, J. Hilburn |
| Mark Klukow | 2009 One Man Minneapolis |
| Heather Wiese-Alexander | Owner and Creative Director, NEST and Bell’Invito |

From April 12 – May 15, anyone 18 and older can vote for his or her favorite man and charity by visiting www.OneManDallas.com. Profiles and pictures of all 20 men will be posted online beginning April 12. A series of happy hours that are complimentary and open to the public will introduce the men to the community. The ‘Meet the Men’ happy hours are set for 6–8 p.m. at the following locations:

Thursday, April 21
Park Place Mercedes Benz
6113 Lemmon Avenue
Dallas, Texas 75209

Wednesday, April 27
Nest Dallas
4524 McKinney Avenue
Dallas, Texas 75205

Wednesday, May 4
The Boardroom Salon
5550 W Lovers Lane, Suite 169
Dallas, TX 75209

Thursday, May 12
Aloft Dallas Downtown
1033 Young St
Dallas, TX 75202

ONE MAN DALLAS Announces 20 Semifinalists

Page Three

The ONE MAN DALLAS winner receives \$5,000 to split with his charity, and two first class tickets to any American Airlines destination in North America. All 20 finalists receive a new J. Hilburn wardrobe. The winner's charity receives 30% of all revenues from tickets sold for the ONE MAN DALLAS final show and a year's supply of smartwater.

Tickets for the final show and after-party at Gables Park 17 are \$50 and \$75, and are available at www.onemandallas.com.

ONE MAN DALLAS is sponsored by: J. Hilburn, Aloft Hotel Downtown Dallas, Gables Park 17, NEST, EFFEN Vodka, Maker's Mark, *Modern Luxury Dallas*, American Airlines, The Boardroom Salon for Men, Park Place Motorcars Dallas, RAW Mens Skincare, smartwater, Duxiana, Clear Channel Radio, Restaurant Ava, Freshpoint, Bread Winner's, Tootsie's, Yelp.com and the Dallas Contemporary.

###