

ONE MILLION FACES

FOR IMMEDIATE RELEASE: Boulder, Colorado

March 5, 2008

"I've seen a million faces, and I ROCKED them all." -Wanted, Dead or Alive, Bon Jovi

Peggy Dyer, founder of The One Million Faces Project, has also seen a million faces, and she, too, has rocked them all. Her photography captures real people, real moments- and it doesn't get any more real than this. The One Million Faces Project will photograph one million American faces in one year; raising funds for local charities along the way.

Peggy Dyer will travel the country, dotting the map with her cause. She will schedule and post her locations online, seeking out community events and local hot spots to host her "photo-booth" style shoots. Donations will be collected on-site and through the official website <http://www.onemillionfaces.org> in exchange for the downloadable digital photo and the opportunity to be a part of this revolutionary project; promising infinite exposure.

While the portrait of America unfolds, potentially millions of dollars can be raised for charities nation-wide. Among the first benefactors from donations collected during the month of March will be the Mental Health Center of Boulder County, Inc. A501 (c) (3) nonprofit, specifically the MESA (Moving To End Sexual Assault) Program. Each month, a portion of the money collected for the project will support a different cause- truly "spreading the love" across America. April 2009 proceeds will benefit The Davis Phinney Foundation, May 2009 proceeds will benefit The Chanda Plan.

This modern art project began with an idea on February 26th, 2009. The first photo shoot event manifested on February 28th, 2009. Peggy will head East out of her home in Boulder, CO on March 20th, 2009, destination Des Moines, IA. She'll be in Birmingham, AL, then onto Naples, FL. Peggy's friend, Angie was the first of one million faces. She hopes face #1,000,000 will be President Barack Obama.

What number will you be?

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