

The Life is Beautiful Festival's Partnership with Modern Giver Could Inspire a Jackpot for Local Charities

Written by Australian Business

LAS VEGAS, Oct. 9, 2013 /PRNewswire/ -- Sin City may be changing its name to Give City after the much-anticipated Life is Beautiful music, art, and food festival inhabits the streets of downtown Las Vegas, Nevada, from October 26, 2013 thru October 27

2013. The 2-day celebration will not only feature over 50 musical acts, 60 plus chefs and restaurants, 25 motivational speakers, and a plethora of artists and performances, it will also be the first ever festival to leverage location-based mobile donations via Modern Giver to benefit partnering charities.

For one weekend, the infamous Las Vegas casinos and clubs can take a backseat to the culturally diverse and unmistakably positive Life is Beautiful festival. Attendees can rock out to musical performances by Beck, The Killers, Kings of Leon, and many more, while only steps away celebrity chefs like Aaron Sanchez and Cat Cora will be cooking up delicious eats. In addition, attendees can get up close and personal with installations by top artists, get inspired by any of the noted scheduled speakers, and even check out a special Cirque du Soleil act from their upcoming Michael Jackson ONE show.

"It is not uncommon for Las Vegas to be associated with greed and sinfulness. However, Life is Beautiful provides an incredible contrast in that it is all about love, art, and giving back," says Jon Taggart, Founder and CEO for Modern Giver. "In being the very first festival to implement Modern Giver's GPS-based donation capabilities, Life is Beautiful is making it easier than ever for people to benefit the causes they care about most, without interrupting their good time."

As the festival's exclusive donation medium, Modern Giver will offer fast, remote, and instant contributions to charities like charity: water, To Write Love On Her Arms, Love Hope Strength, Three Square, Mama Hope and Communities In Schools Nevada (no cash, app or download needed). To contribute, individuals simply visit ModernGiver.com on their smartphone, choose one of the Life is Beautiful partner charities, and donate using their credit or debit card – what is more beautiful (and simple) than that?

For more information or to purchase Life is Beautiful tickets, please visit <http://lifeisbeautifulfestival.com/>

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