

## PRESS RELEASE

### Demi Lovato Opens her Closet Doors For Charity, Free The Children

*DEMI LOVATO Charity Boutique hosts online auction for Free The Children*

**Toronto, ON – May 22, 2013** – American singer-songwriter and Free The Children supporter, Demi Lovato, opens up her closet again for an online auction organized by [DEMI LOVATO Charity Boutique](#) and partner [eBay Giving Works](#). The auction begins Saturday, May 25 at 12:00 p.m. PST and runs through Saturday, June 1 at 12:00 p.m. PST. This is the third online auction that has been organized by DEMI LOVATO Charity Boutique, which was founded by Kerissa Dunn and Dianna De La Garza, Lovato's aunt and mother. All money raised from the combined three charity auctions will be donated to the international charity organization, [Free The Children](#).

"Demi came to us with the idea of using some of the outfits she was blessed to own and wear to generate money for causes important to her, and with Demi's already hectic schedule, Kerissa and I felt compelled to help put her vision into action," said Lovato's mother, Dianna De La Garza. "DEMI LOVATO Charity Boutique offers her fans the opportunity to own some of her most fabulous outfits, while helping to support such causes as Free The Children, an organization near and dear to her heart."

Demi personally selects each item from her own closet to put up for auction, ensuring the winning bidder is guaranteed its authenticity. Items up for auction consist primarily of Demi Lovato's outfits previously worn on television shows, including "The X Factor," and in music video shoots, including the video for her hit single "Skyscraper." VIP tickets to Demi Lovato's upcoming concerts, shoes, jewellery, purses, sunglasses and signed memorabilia are also included in this upcoming auction.

Money raised during the auctions supports Free The Children's international holistic and sustainable development model, Adopt A Village, which is based on the following five pillars, crucial towards lifting a community out of poverty: education, clean water and sanitation, healthcare, alternative income and livelihood, and food security and agriculture.

"Demi has been involved with Free The Children for almost a year now, and we are so fortunate for all of her support and dedication to our organization," said Craig Kielburger, co-founder, Free The Children. "She's made special appearances and performed at our international youth empowerment event, [We Day](#), and has already raised more than \$40,000 for Free The Children international development projects through the DEMI LOVATO Charity Boutique and through her appearance on the CBS game show, *The Price is Right*."

The first two DEMI LOVATO Charity Boutique auctions, held on February 27, 2013 and April 6, 2013 respectively, raised over \$20,000 combined. Each auction lasts seven days and begins and ends on a Saturday. Each winning bidder receives an autographed picture of Demi Lovato and a thank you letter in appreciation for their contribution to her charitable efforts.

To view items from the DEMI LOVATO Boutique Charity auction, please visit <http://stores.ebay.com/DEMI-LOVATO-Charity-Boutique>

*Please note, items from the auction will not be available for viewing until the start of the auction – Saturday, May 25 at 12:00 p.m. PST*

Follow Demi Lovato on Twitter – [@ddlovato](#)

Follow DEMI LOVATO Boutique Charity on Twitter – [@Demiboutique](#)

Follow Free The Children on Twitter – [@freethechildren](#)

Learn more about Demi Lovato's involvement with Free The Children and her Boutique Charity Auction by visiting [freethechildren.com/demi](http://freethechildren.com/demi) or [www.demilovatocharityboutique.com](http://www.demilovatocharityboutique.com)



### **About Free The Children**

Free The Children is an international charity and educational partner. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where young people are free to achieve their fullest potential, and empowers youth to remove barriers that prevent them from being active local and global citizens. The organization's domestic programs—which includes We Day, Free The Children's signature youth empowerment event—educate, engage and empower 1.7 million young people across North America, the UK and around the world to become engaged global citizens. Its international projects have brought more than 650 schools and school rooms to youth and provided clean water and sanitation, health care and food security to one million people around the world, freeing children and their families from the cycle of poverty.

The organization has received the World's Children's Prize for the Rights of the Child, the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information, visit [www.freethechildren.com](http://www.freethechildren.com)

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