



IMPACT FILM FUND PRESIDENTIAL INAUGURAL CELEBRATION



On the Sunday before the inauguration of President Barack Obama, the Impact Film Fund held a late-night party for A-List celebrities in Washington, DC. The event saluted “Artists Making an Impact” with their music, comedy and commitment to change. The stellar lineup of performers included Nelly (as emcee), Sarah Silverman (“The Great Schlep”), and Darryl “DMC” McDaniels, with an appearance by Congresswoman Linda Sanchez (CA-D) and highlights from the comedy video website Funny or Die.

Group Incorporated designed, produced, directed and stage managed the event, creating original graphics that married Shepard Fairey’s iconic look with an animated approach featuring comedic moments from the 2008 presidential campaign. One of the hottest inaugural weekend parties in town, the Impact celebration drew red carpet appearances by Maria Shriver, Jessica Alba, Ron Howard, Jeffrey Wright - and substantial press coverage from major media.

“The upstart non-profit made a name for themselves at the Democratic convention last summer for managing to pull the biggest Hollywood names, and their Sunday late night party was considered a hipster hot ticket - Ludacris, Nelly, Sarah Silverman.” – *Washington Post*

“... the high energy hip hop sets and video clips kept the party-goers on their feet and dancing until 2 a.m.” – *Forbes.com*

“Hollywood was out in full force this weekend before the inauguration, and many of them stopped by Fur Nightclub on Sunday for the Artists Making An Impact Party.” – *Metromix, Washington, DC*

Proceeds from “Artists Making an Impact” supported the Impact Film Fund’s mission to create a platform for documentary and narrative filmmakers to engage in the political and policy arenas.