

**FOR IMMEDIATE RELEASE**

## **Brown Paper Tickets Introduces New, Innovative Community Engagement Team: “The Doers”**

### **\$2 Million Program with Mission of Building Communities Makes Social Impact**

March 11, 2012 (Seattle) - Brown Paper Tickets has invested more than \$2 million to launch an innovative community engagement team called “the Doers.” As social entrepreneurs, the world’s first sustainable online event registration and ticketing company has dedicated a minimum of 5 percent of profits to donations and community building for more than 10 years. Its visionary Not-Just-for-Profit ethos has made “paying it forward” a part of the business model. The Doer Program expands on that commitment, dedicating the time, skills, passion and drive of six professionals, immersed in their industries, to the mission of building communities, with no sales goals or objectives.

“Doers are ‘super citizens,’ like good neighbors, providing help where it’s needed without ever asking for anything in return,” said Steve Butcher, CEO of Brown Paper Tickets and creator of the Doer Program. “The Doer Program helps to demonstrate what kind of company we are - that we are willing to go the extra mile to help you to be successful.”

So far, Brown Paper Tickets has recruited six full-time Doers who were already passionately investing their own time, skills and leadership to advance the goals of communities devoted to music, public interest media, makers and alternative sports. The recruits were asked to create a mission that they could accomplish if they were paid to work full time to advance their community. “One person with passion, knowledge, skills and drive is more effective than an army of mercenaries,” Butcher said.

“Brown Paper Tickets recognized my experience and my passionate belief in community media to right social injustices, to bridge the digital divide and to build and connect healthier communities,” said Sabrina Roach, a Doer specializing in public interest media, community engagement and social giving. As part of her Doer mission, Sabrina now provides free consultations to radio stations on their fundraising and business models, serves on the boards of several community radio, digital access, digital literacy and mainstream media organizations, and is leading an initiative to fill every available low-power FM (LPFM) frequency in Seattle with a qualified applicant, as a model for nonprofits in cities across the nation to achieve the same goal. To that end, Roach has organized a series of free information sessions designed to illuminate a path for community groups to acquire a low power FM (LPFM) broadcast license, fund, build and operate their own radio station. Already, Roach has identified \$9 million in public funding available for qualified applicants and included links to those funds in a free LPFM toolkit that details the easiest route to successful LPFM application and funding.

**US + CA 220 NICKERSON STREET, SEATTLE WA 98109, USA**



“When recruiting for the Doer team, we look for those with many years of experience and extensive professional networks; their industries have to be ingrained in their DNA. We are looking for change makers; people who are able to see a problem and figure out a way to fix it. This is something money cannot buy,” said Butcher. “Because of their industry knowledge, their missions came naturally to them. Our only requirement is that their mission must be helping their industry move in a positive direction and have a good balance between working on projects that reach individuals, local and national communities.”

The Doer specializing in advocating for the maker community, Tamara Clammer, recently helped a Tacoma landmark and urban shopping experience called Freighthouse Square. The building served as the long-time home to thriving artists and makers, but had been struggling with the economy. Clammer organized a free family arts event to bring crowds and media attention to the facility, which aided in the revitalization of the local maker community.

“Because of the Brown Paper Tickets’ Doer Program, Tamara was able to organize an event that brought added visits and attention to Freighthouse Square,” said Freighthouse Square marketing manager emeritus, Lonee Peschon. “This created positive momentum for the business, attracted a new artist collective to the space, and may have helped with attracting bids from prospective buyers.”

“Our long-term goal is to have other businesses adopt their own version of a Doer Program, so that every community would have a leader, a change maker, supported by for-profit business,” Butcher said. “We want to be an example and a mentor to other companies who believe as we do that nurturing communities is not only the right thing to do, it is the new path to sustainable business.”

To learn more about the Doer Program, and virtually follow the Doers on their missions, click “Meet the Doers” at the bottom right hand corner of <http://www.brownpapertickets.com>, or go directly to <http://community.brownpapertickets.com/doers/index.html>. If you need a Doer, or if you would like information on how to bring a Doer Program to your company, send an email with “Doer Program” in the subject line to [media@brownpapertickets.com](mailto:media@brownpapertickets.com), with a short paragraph requesting the assistance you need.

###

*About Brown Paper Tickets: Brown Paper Tickets (<http://www.brownpapertickets.com>), the Not-Just-for-Profit ticketing company, revolutionized the industry by putting free, professional tools for ticketing any size gathering on the Internet, and continues to champion the rights of ticket buyers with the lowest fee for the most service in the industry. The company donates 5 percent of the profit from each ticket sale to build communities and nonprofits, pays its employees to work 40 hours each year for the cause of their choosing, and employs a team of “Doers,” experts in industries such as music, public media, maker, roller derby and more, to fix, improve and accelerate the communities where we live, work and play.*

**US + CA 220 NICKERSON STREET, SEATTLE WA 98109, USA**

