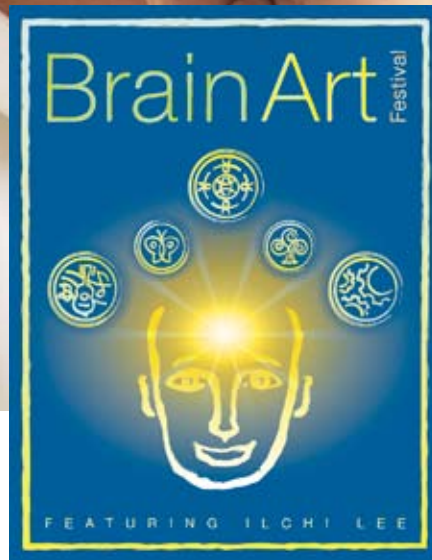
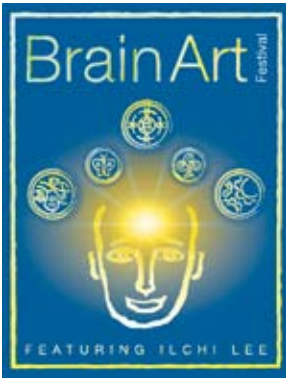


BRAIN ART FESTIVAL



What if your life was a work of art?
Each of us is currently painting this painting of life.
When your time is up, will your painting be complete?
Will it serve the purpose you truly want?



Radio City Music Hall
New York City
August 15, 2009

www.brainartfestival.com

40 YEARS AFTER WOODSTOCK...

On August 15, 1969, the first day of the Woodstock Festival in Bethel, NY, the counterculture generation celebrated, as one journalist called it, “the capstone of an era dedicated to human advancement.” Exactly 40 years later, on August 15, 2009, the Brain Art Festival will inspire many people to change their lives and the world for the better, by utilizing the brain’s infinite potential for health, happiness and creativity.

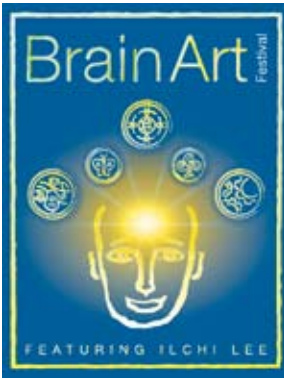
ILCHI LEE, FESTIVAL PRODUCER, PRESENTER AND PERFORMER



Ilchi Lee is the producer of the Brain Art Festival (New York City’s Radio City Music Hall, August 15, 2009), at which he will present an innovative and powerful interactive lecture, intensive training, and artistic performances, to awaken the Brain Artist in each member of the audience.

Lee is the founder and president of the International Brain Education Association (www.ibrea.org), a non-profit organization dedicated to improving the lives of many people around the world through Brain Education. In teaching Brain Education, he has extensively travelled the world. He has hosted Brain Education Conferences, the Brain HSP Olympiads and the Brain Education and Global Mental Health Workshop, which was co-sponsored by and held at the United Nations.

Lee is a successful global entrepreneur and a pioneering force in brain-focused health and wellness. He has built his career on many years of experience in martial arts, Oriental medicine and mind-body training. His passionate interest in the brain has led him to develop Brain Education, a more scientific and brain-focused self-improvement system. At its core is the understanding that one has a Brain Operating System much like a computer has a user’s manual. This enables one to practice Brain Management to achieve one’s life goals. On a macro level, this becomes Earth management, where the brain can be utilized to meet the challenges facing humanity and the Earth.



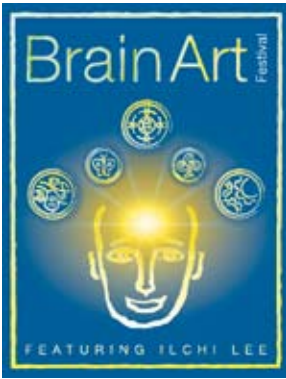
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Lee's brain-focused programs and methods have evolved from traditional practices in a South Korean park to a worldwide phenomenon. Now his unique brain-fitness training is offered at more than 1000 exercise centers around the world. His Brain Education system is the inspiration for the scientific research of the Korea Institute of Brain Science, an NGO with consultative status with the United Nations. Brain Education has helped improve the educational experiences of many American students, teachers and parents. New York City's Mayor Michael Bloomberg officially proclaimed January 8, 2009 as "Brain Education Day" for its contributions to the New York City schools.

Lee has authored 31 books (14 in English), the most recent being, *Brain Wave Vibration*, which offers a clear expression of his methods and philosophy. He teaches how proper awareness and management of one's brain leads to health, happiness and peace for the individual, humanity and the Earth. His other recent brain-focused books include *In Full Bloom (Brain Education for successful aging)*, *Principles of Brain Management*, and *Power Brain Kids*.

Although Lee is constantly traveling the world to give lectures and provide business services, he makes time to pursue his interests in golf, hiking, fishing, horseback riding, flute playing, calligraphy, poetry and marital arts.



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BRAIN ART AND THE BRAIN ART FESTIVAL

Brain Art is an approach to self-improvement, emphasizing the creative opening of the brain to new thoughts, ideas and cultural expression. Evolving from the field of Brain Education – body-brain-focused programs and methods for achieving health, happiness and peace – Brain Art is a result of participation and training. Brain Art is about empowering individuals to incorporate creativity into their daily lives.

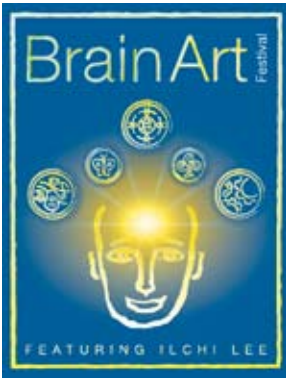
The *Brain Art Festival*, set for Saturday, August 15, 2009 at Radio City Music Hall, New York City, will feature an interactive lecture by Ilchi Lee that will evolve into intensive training. This will enable the audience to profoundly open their hearts, meet their brains, and find their true selves. The audience will end the evening with a transformed awareness and appreciation of their brain's vast potential for creation, and their soul's vital role in giving ultimate meaning to their life.

As a masterful trainer, Lee will explore the importance of the brain; the brain's fascinating three layers and two hemispheres; changing the brain through music, action and message; Brain Wave Vibration training; physical, social and spiritual aspects of human beings; the dream of *Chun Hwa* (transformation of the soul); and love for humanity and the Earth. The audience will join him in the *Brain Declaration*, powerful statements on how to utilize our brains well to create a better life and world.



Along with Lee's lecture and training, the Festival will weave together lively performers, dazzling videos, compelling original music, and other wondrous surprises. Among those appearing on the Radio City stage to highlight Lee's brain-focused messages will be body-brain-powered entertainers:

- *Robin DiMaggio*, known as one of the world's premiere drummers and percussionists.
- *Dr. Robi Ludwig, Psy. D.* a nationally-known psychotherapist and award-winning reporter.
- *Chun Bu Shin Gong*, an incredible and powerful form of Ancient Korean Martial Arts.



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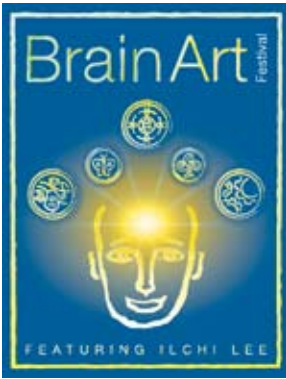
- *Arang Park*, from Sedona, AZ, a pianist, drummer and composer, who composed several of the musical pieces for the Festival.
- *B-Boyz group*, from South Korea, a group of highly talented dancers who will magically meld modern hip hop with ancient Korean culture.
- *Naoko Noma*, an extraordinary Japanese soloist soprano and religious music performer from Osaka.
- *God's Generation*, a non-denominational Harlem Music Ministry that uses heart, soul and music to inspire young teens to achieve their goals.
- *Students from New York Public Schools P.S.65 and P.S.1*, a group of Bronx youngsters that have used Brain Education as a motivating force to overcome a life of hardship to become an American success story and role models for their peers.

Inspiring and original musical selections will include *Peace River*, *Trembling Soul*, *Dream of Chun Hwa*, and *New World*.

Videos will enliven these topics: *Brain Wave Vibration Success Stories*, *Chun Hwa*, *Stories of Mago (Mother Earth)*, and *New World*.

Overview of the key Brain Art concepts:

- Everyone has an *artist inside* – utilizing your brain better by doing arts will also open creativity to be a better artist, in whatever field one chooses. Brain Art is designed to help you access and improve your brain utilization.
- Brain Art is about tapping into the *body's energy* using proven methods. Thus, participants can relieve stress and deepen self-awareness through techniques such as meditation.
- Brain Art is a tool for bringing *peace, hope and energy* to a stressful life.
- Brain Art helps open creativity through techniques that challenge and work the brain, developing better focus, levels of concentration, and flexibility of mind.



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EVENT SUMMARY

The Brain Art Festival at New York City's Radio City Music Hall, August 15, 2009, is a dream come true for Ilchi Lee, a world-renowned brain philosopher, educator and business strategist, who will produce, lecture and perform in this event.

Because of Lee's commitment to world peace, a portion of the proceeds from this event will be donated, through the International Brain Education Association's Earth Citizen Movement, to the United Nations in order to support the achievement of its Millennium Development Goals.

In imagining how to share his life-long message – utilizing the brain's full power so humanity can achieve its potential and creatively resolve the world's serious problems – Lee came up with this festival to entertain and demonstrate how we all are

Brain Artists. A Brain Artist uses their brain's vast creative power to make their life a *work of art*, living to achieve the transformation of their soul, and hoping to leave a legacy that contributes to a positive and empowering world vision.

"Did you bring your brain?" is how Lee often begins his lectures on Brain Education, the field he has developed for the past 30 years. Having suffered from and overcome ADHD as a child, he developed a great trust in the vast potential of the human brain and how to use it well. He is constantly developing lectures and books to help people in healthcare, education and business to utilize their brains for more productivity, creativity and peace.



What: Brain Art Festival featuring Ilchi Lee, along with electrifying dance, drumming and musical performances

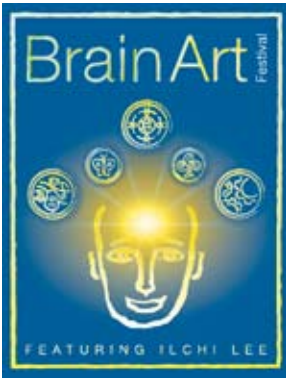
When: August 15, 2009, 6:00–8:30 p.m.

Where: Radio City Music Hall, New York City

Who: For people interested in improving their health, beauty, happiness, peace and success

Why: Brain Art is a concept designed to inspire every person to be an artist of his or her life

Visit: www.brainartfestival.com



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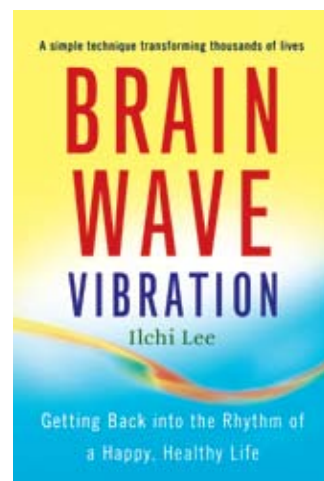
VENUE: RADIO CITY MUSIC HALL

New York City's **Radio City Music Hall** is the world's largest indoor theater. Its marquee is a full city-block long. Its auditorium measures 160 feet from back to stage, and the ceiling reaches a height of 84 feet. The walls and ceiling are formed by a series of sweeping arches that define a splendid and immense curving space. Choral staircases rise up the sides toward the back wall. Actors can enter there to bring live action right into the house. There are no columns to obstruct views. Three shallow mezzanines provide comfortable seating without looming over the rear Orchestra section below. The result is that every seat in Radio City Music Hall is a good seat.

Radio City Music Hall opened its doors on December 27, 1932 and has been visited by more than 300 million people from around the world. Radio City is a major tourist attraction in New York City, and was granted official landmark status in 1978. In 1999, a \$70 million dollar restoration project brought back the ambiance of the 1930s, along with the integration of today's technology.

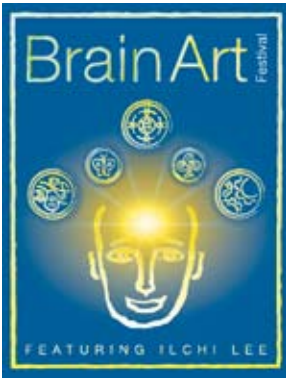
Radio City Music Hall is located in the heart of Rockefeller Center at:
1260 Avenue of the Americas (between West 50th and 51st Streets)
New York, New York 10020

ILCHI LEE'S LATEST BOOK IS:



Brain Wave Vibration ~ Getting Back into the Rhythm of a Happy, Healthy Life expresses the profound goal of Brain Art – and hopes to expand the world of participants in Brain Education in a more global way as part of Lee's ultimate goal to manifest world peace – one individual at a time.

The publisher is Best Life Media, Sedona, Arizona (www.bestlifemedia.com).



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www.brainartfestival.com

FESTIVAL HOST

International Brain Education Association

Korea Institute of Brain Science



CONTACT

Ticketing

www.Ticketmaster.com

Media Relations

Mike Paul

MGP & Associates PR

917-359-1431 | mpaul@mgppr.com

Event Production

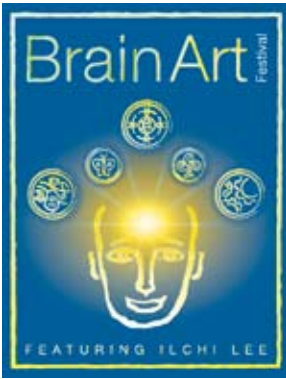
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928-274-0151 | elim@ibrea.org

Sponsorship

Joseph Alexander

845-901-0323 | joseph@ibrea.org



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BIOS OF PERFORMERS

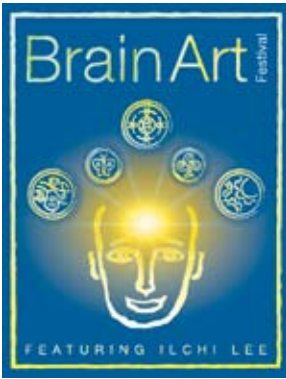
Dr. Robi Ludwig, Psy.D.



Brain Art Festival Master of Ceremonies, Dr. Robi Ludwig is a nationally-known psychotherapist and award-winning reporter. She also hosted two seasons of TLC's reality show, "One Week to Save Your Marriage" as well as GSN's reality game show, "Without Prejudice?." Dr. Ludwig is a regular contributor to the Today Show, GMTV - Britain's number one Morning show, as well as CNN, Headline News, The Fox News Channel and Court TV, where she talks about psychological/lifestyle issues as well as the criminal mind. She also appears on national shows such as: E!, Regis and Kelly, Oprah, The View, Bill O'Reilly, and Hannity and Colmes, helping audiences and guests alike to understand the complexities of the human condition. In the late 1990's she worked as a psychology reporter for WETM-TV, the NBC affiliate in Elmira, New York. She wrote, produced and hosted Real Talk, a weekly live call-in show covering psychological and self-help topics. Her practical experience as a psychotherapist began in 1988 when she worked as a counselor for patients with severe psychiatric disorders. In both clinical settings and in her private practice, she has treated all forms of mental illness, substance abuse, grieving, sexual identity issues, job stress, emotional and sexual abuse problems as well as the more common social and parenting issues. Dr. Ludwig's academic credentials include a doctorate in psychology (Psy.D) from the Southern California University for Professional Studies; she holds a post-masters certificate in advanced clinical work from Hunter College, a masters degree in social work from the University of Pennsylvania and a bachelor's degree in mass communications from Cedar Crest College.

Robin DiMaggio

Robin DiMaggio is a musical force who is recognized as one of the world's premiere drummers and percussionists. Robin has toured and recorded with music veterans



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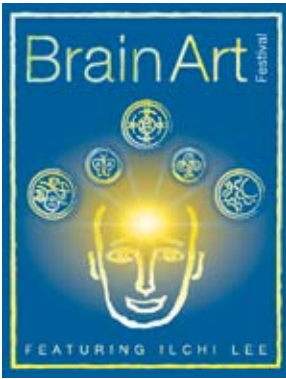
such as Paul Simon, David Bowie, Jackson Browne, Diana Ross, Dr. Dre, Luther Vandross, Sean Lennon, Johnny Cash, and Chris Isaak; as well as with acclaimed world musicians, sitarist/composer Ravi Shankar and violin maestro L. Shankar. He has also appeared on David Letterman and performed at the Grammys, American Music Awards, World Music Awards in Monte Carlo and the MTV Awards. He has been assigned the returning position of Music Director for the United Nations Millennium Development Goals Awards, to be held in Senegal in September 2009 and in Abu Dhabi in March 2010. Robin's most current project is Earthsong, a CD compiled of tracks from top artists in every country around the world. Spearheaded under the United Nations and Humanitad.org, Earthsong is part of a larger effort to save the environment and promote world peace.



Lane Simmons



Lane Simmons' passion for music and people provides a passport to unparalleled melodic riches for any audience. His contemporary arrangements are rooted in timeless training at the Boston Conservatory School of Music, where Lane's exceptional skill was recognized in its infancy and developed from Raw to Reality in just a season of his youth. Yale's Gospel Choir was the first ensemble to take his talent on tour, which later led to serendipitous engagements on the (piano) keys with Junior Fountain & God's Generation. Their subsequent partnership has achieved both domestic and international recognition, sharing the stage with an eclectic array of performers (artists) including Lyle Lovett, George Huff (American Idol Finalist), Bobby Jones, Aaron Neville, Dottie Peoples, Tye Tribbett, and Jonathan DuBose Jr. and many others. In addition to being the musical director for this contemporary group, Lane serves as the president of their record label, Montee Entertainment



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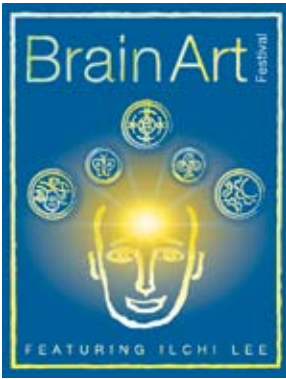
Group founded by CEO, Junior Fountain. Lane strives to develop emerging talent close to home and showcase performers in the Tri-State area. As destiny would have it, a phone call from super producer Jay Weissman of The Usual Suspects LLC, placed Lane along with Junior Fountain and God's Generation back in the spotlight at The Millennium Development Goal Awards (United Nations). They performed with Macy Gray, R&B artist K'Naan, David Paich, and world-renowned drummer/percussionist Robin DiMaggio. This August, Simmons' musical stylings will be featured during the entirety of the Brain Art Festival at Radio City Music Hall under the musical director, Robin DiMaggio.

God's Generation

God's Generation is a non-denominational Youth and Adult Music Ministry choir located in Harlem, New York City. This group, founded under the direction of Minister Junior Fountain in August of 1996, is dedicated to developing young people of all ages into positive and productive members of the community.



Using music as a key instrument, and the guiding benefits of Christian life, God's Generation focuses on many youngsters and young adults, helping them to achieve their personal goals and aspirations even when circumstances often present obstacles. In its thirteenth year of music ministry, Junior Fountain and God's Generation has performed at the U.N. before such dignitaries as Archbishop Desmond TuTu and they have also shared the stage with groups like KJ-52, Anointed and Audio Adrenaline and Grammy-Award-winner Lyle Lovett. In 1998, God's Generation released a nationally-acclaimed CD, "Just a Taste," which was followed by another chart-climber, "A Whole 'Notha Level." The group continues to give back to its community and has formed the God's Generation Youth Outreach Center, which nurtures youngsters from diverse races and backgrounds seeking to grow spiritually.



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Arang Park

Arang Park is a composer, pianist, drummer and music teacher, with a special interest in the healing properties of music. Classically trained, Park is adept at improvisation and uses both Western and Asian music in his performances and compositions. Park graduated from Seoul National University, the most prestigious university in South Korea, where he was a member of the distinguished Mixed Voice Choir and later led South Korea's first modern professional a-cappella group, the Beggars' Singers. Park studied music therapy at Sook Myung University and enhanced his own mind-body health by becoming a member of the Seoul training center of DahnHak, known as Dahn Yoga in the U.S. In addition to publishing four audio CDs of his work, Park has produced music for dances performed at the United Nations Peace Summit in 2001 and helped mark the 50th Anniversary of the Korean War with a special performance, which was held by the U.S. Government.

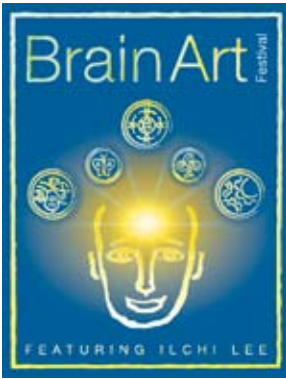


Ms. Naoko Noma



Naoko Noma graduated from The Osaka College of Music, specializing in Vocalization. In addition to completing graduate work at the Osaka Opera School, Ms. Noma attended England's Royal College of Music and Opera. Her current work as an active soloist and religious music performer has been cited for distinction by the Financial Times, and other British newspapers and her operatic roles have included Cherubino, Orfeo and Suzuki in Madame Butterfly, just to name a few.

Ms. Noma's religious musical roles have spanned the works of J.S. Bach's Mass, St. John's Passion, Händel-Messiah, Vivaldi-Gloria, Pergolesi-Stabat Mater, Rossini-Messe Solennelle, and Dvoak-Stabat Mater as the soloist. In 2005, Naoko Noma



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met Ilchi Lee and drew his praise after performing “a trembling voice of the soul.” Following that inspirational meeting, she went on to help future voice students at Osaka College of Music by melding breathing and meditation techniques with their music and voice studies. Ms. Noma is also a member of The Kansai Nikikai Opera Company, The Sakai City Opera, and The Kobe Philharmonic Choir.

Earth Star-Pyung Ryu Do Kids Drum Team

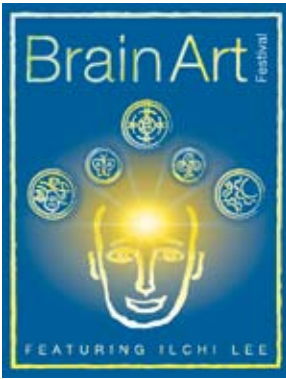
This children drumming team was established in 1996 and was founded based on roots in Chun, Ji, In, which stands for Heaven, Earth and Human philosophy and Hong Ik human spirit, which means the spirit of Human Oneness. The group’s mission is to educate the world about Korea’s Hong Ik Human philosophy, the philosophy of oneness through out humanity through arts and culture. Kids Pyung Ryu Do (Ancient Korean Drumming Team) has performed at the United Nations in 2008, during the inauguration ceremony of International Brain Education Association. Their other performances include a show at Brookline Elementary School, a Brain Education sister-school in the U.S, the Goodwill promotion ceremony during the visit of Nepal’s Prime Minister to Korea, the awards ceremony for HSP Olympiad in Seoul and Chun An, Korea.



Chun Bu Shin Gong



Chun Bu Shin Gong is the name of the martial art form performance, based on 81 characters of Chun Bu Kyung, an ancient Korean scripture that contains all the secrets of creation, evolution and the completion of the cosmos. Even more importantly, it’s a spiritual guide, telling us



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where we've come from and where we are going. Each performer personifies each of the 81 characters and the special energy it holds.

Dahn Goon B-Boyz

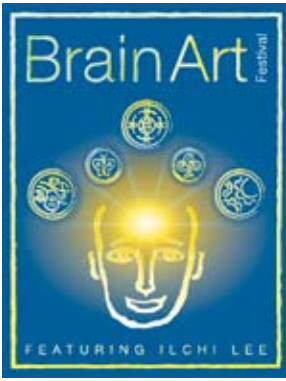
Dahn Goon B Boyz is an internationally-recognized B-Boy dance group, and one of the best of its kind representing Korea. Formed by 10 members, the group merges Korea's unique cultural spirit with that of Western culture and expresses its art in break-dancing. The group choreographed for several top dance music groups in Korea including H.O.T, Jewelry, Rain, Big Bang and participated in performances such as World Hip Hop Festival, Street Dancefield, and as guest performers for Street Jam. The group is also active in various activities, including performing and modeling for brands such as MF, Karl Kani, South Pole. They have also participated as judges and have given a special performance at the "Junior Dance Championship" hosted by the Minister of Culture in Korea. The team placed second at the 2006 Asia Dance Festival "DOSI", and previous performances include opening the 2006 Korea-China Pop Music Festival, and the 2006 Korea Film Festival. They were also guest performers at the Seattle Hanoori Festival, and Korea-US Goodwill Music Festival.



Bronx, New York, Students from New York Public Schools P.S. 65 and P.S. 1

The children on stage at the debut of the Brain Art Festival represent a real American success story. With hard work, determination and some special help from parents, teachers and a world-renowned





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brain educator named Ilchi Lee, these children have triumphed over growing up in one of the poorest and toughest areas of New York City. Many had been troubled by behavior problems and poor grades, stemming in large part from their environment and low self-esteem. But with the help of a regular regime of Brain Education, developed by Ilchi Lee, the children are now excelling in school, live a more stress-free life, and are proud of their accomplishments.

Marti Rich

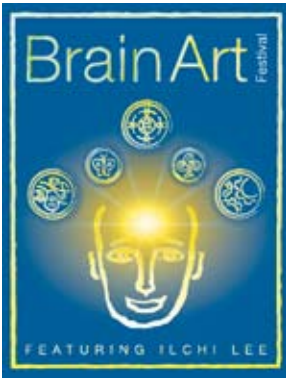
Marti Rich is a multi-talented actress, who has brought her diverse skills to film, television and the theater. Her film work has included roles in *Messiah*, *Speed Dating* and *A Midsummer Night's Rave*; television credits include, *Mrs. Washington Goes to Smith*, *Safe Harbor* and *The View From Here*, all on the Hallmark Channel, and *Nip/Tuck* on FX Network and the *True Hollywood Story* on E! Entertainment. Ms. Rich has also graced the theater stage with roles in *All My Sons*, *The Typists* and *Tea and Sympathy*.



Alex Alessandroni



Keyboardist Alex Alessandroni was born into a rich musical heritage. Born and raised in Rome, Italy, he began studying classical piano at an early age. His father is the well-respected arranger, guitarist and whistler of "A Fistful of Dollars" and many more world-known "Spaghetti Western" movie soundtracks, and his mother a well-known singer. By eighteen, Alex was chosen to perform with the Rome Symphony Orchestra, but his interest in American music eventually led him to



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Boston to study at the Berklee College of Music. Upon completion of his studies at Berklee, Alex moved to Los Angeles to begin a career in music. Since 1988 he has performed, directed and/or recorded with artists such as Babyface, Whitney Houston, Christina Aguilera, Pink, Nelly Furtado, Leann Rimes, Faith Evans and Toni Braxton to name a few.

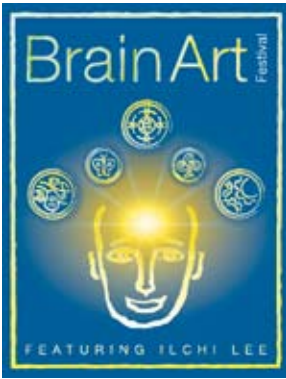
Bakithi Kumalo

Originally from Johannesburg, South Africa, Bakithi Kumalo is a Grammy Award-winning bassist, composer, and vocalist who has collaborated with Paul Simon, Laurie Anderson, Cyndi Lauper, Herbie Hancock, Hugh Masekela, Josh Groban, Bob James, Randy Brecker, Chaka Khan, and many others. Thought of by many as one of the most talented living bassists, Kumalo possesses a unique musical style reflecting influences from around the world, including South African traditional folk, contemporary jazz, salsa, and electronica. Kumalo has kept active as a solo artist, with three fine albums to his credit (2007's 'Transmigration', 2000's 'In Front of My Eyes', 1998's 'San' Bonan'), as well as three awards-winning children's albums recorded with his wife, vocalist Robbi K. He released his 6th solo recording, Changes, in November, 2008.



Larry Saltzman

This dynamic and multi-talented guitarist has toured and played with some of the biggest names in the music industry and has graced the small and big screen with some of his noteworthy riffs. Saltzman was part of the comeback tour of Simon and Garfunkel and can be heard on the Live CD and DVD "Old Friends on Stage." He's played behind Bette Midler in concert and



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on television, including the David Letterman Show and the Today Show on NBC. Saltzman has appeared on numerous television shows and was part of Saturday Night Live's house band. His other appearances also include playing guitar for Jewel, Garth Brooks, Chris Botti, David Johansen and touring with Blue Nile in 1990, 1996 and 2008, as well as performing on Celine Dion's CD, "These Are Special Times." He can also be heard on the Grammy-Award-Winning CD "Out of the Loop" by The Brecker Bros. Saltzman was the featured guitarist on the soundtrack for the film and CD of "The Departed," and has also played on the soundtracks of the films "Doubt," and "Hairspray," among others. In addition, he can be heard playing on the cast recording of the famously popular Broadway show, Jersey Boys, a 2006 Grammy Award Winner Gold Record