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## MEDIA ADVISORY

FOR IMMEDIATE RELEASE – 09/24/19

### A GALA WITH A NEW PERSPECTIVE ON APPEARANCE

NEW YORK — Join members of Society Of Unattractive People and esteemed guests at a gala to raise money to advocate for equality for all people, despite physical appearance. The event will feature a gourmet dinner, a photography exhibition by Brandon Stanton and special musical performances by musicians Post Malone and Miley Cyrus. The event is black-tie attire. There is ample parking at the venue, and valets will assist with cars as they arrive. All media personnel will be seated at a separate table with access to electrical outlets. Wi-Fi is free in all rooms of the venue. A typed itinerary will be available in the lobby.

**WHAT:** A gala hosted by SOUP plans to raise awareness for discrimination based on looks as well as fundraise in order to send lobbyists to Washington D.C. with the intention of ultimately amending Title VII of the Civil Rights Act of 1964.

**WHO:** Photographer Brandon Stanton of Humans of New York will be presenting his most recent photo series, featuring faces of people who feel they have suffered at the hands of lookism. Additionally, there will be performances by Post Malone and Miley Cyrus. Other celebrities, including Keith Urban, Nicole Kidman and Sandra Bullock, will be in attendance.

**WHEN:** The gala will take place on Feb. 1, 2020, at the Metropolitan Museum of Art in New York City.

#### Scheduled activities:

6 p.m.	Arrival of guests
6:30 p.m.	Ribbon cutting at the photo exhibition
7 p.m.	Special music performance by Post Malone and Miley Cyrus
7:30 p.m.	Dinner is served

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8:30 p.m.                      Speech by Brandon Stanton on his inspiration  
for the project

WHERE:                              The gala will take place in exhibition gallery 999. Parking attendants  
will direct traffic to the front entry, and there will be valets to park all  
cars. Follow signs to the gallery on the second floor.

DETAILS:                             Advance registration for the event is not required. Stanton, along with  
SOUP’s founder Dana Plezzy, will be available for interview or  
comment at 9 p.m. directly following Stanton’s speech.

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