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FOR IMMEDIATE RELEASE

Contact Information:

Maggie Hirko, Beet Street
mhirko@beetstreet.org, 970-419-8240

MEDIA ALERT:

Frank Warren is available for a limited number of interviews by telephone in advance of this presentation. Please call to schedule an appointment as soon as possible.

Frank Warren to Reveal *A Lifetime of Secrets*
Author to discuss internationally acclaimed phenomena/social experiment

On Saturday, April 26, Frank Warren will discuss the artistic visions and personal secrets people share with him and the rest of the world on his enormously popular website/blog, PostSecrets.com.

Warren is in town as part of Beet Street's *Social Media: Telling Stories, Changing Lives*, a four-day series designed to engage residents of Ft. Collins and surrounding communities with the social media movement. The events begin with interviews for the StoryCorps project on Wednesday, April 23 and finish Saturday evening with Warren's presentation at the Northside Aztlan Community Centre.

The programming also includes an opportunity for area residents to interact with The Buried Life gang, the 20-somethings who have become a YouTube sensation by helping people live their dreams.

Warren's PostSecret.com is a community art project with a huge following, where people anonymously mail in postcards that they design and create themselves with a secret written on it. The postcards range from haunting to hilarious, but they always have an element of art and beauty.

Each week, he selects approximately 20 cards from the many he receives to post on his blog. A gallery of postcard-sized images posted anonymously to unveil a secret – shared confessions in art form.

Within a year of its launch in 2005, PostSecret was a smash hit. It's the third-most-popular blog of the nearly 30 million blogs online attracting 2.3 million unique visitors a month, according to a tracking service that monitors Internet activity. PostSecret.com has collected and displayed more than 2,500 original pieces of art from people around the world out of almost 200,000 received to date.

Warren has published four books featuring a selection of hundreds of postcards people have sent to him.

Frank Warren's multi-media keynote presentation will be held on Saturday, April 26 at the Northside Aztlan Community Center, located at 112 East Willow Avenue in Fort Collins. Tickets for this event are \$20 and \$18 for students with valid ID. Tickets are available at www.fctix.com or by calling 970-419-8240.

Warren's remarks begin promptly at 7 p.m. followed by questions from the audience. He will be available for a book signing following his comments.

About Frank Warren

Frank Warren has been featured on the *Today* show, National Public Radio and in dozens of print and online media stories. *Time* magazine named the blog one of the world's 50 "coolest" websites. *The New York Times* called it "consistently engaging" and "original." The PostSecret website made the *Chicago Tribune's* list of top 50 best websites.

Warren was also named number 14 on the *Forbes* list of the twenty-five biggest, brightest, and most influential people on the Internet. In 2006, he was presented with a special award from the National Mental Health Association in recognition of how PostSecret has "moved the cause of mental health forward." As an advocate for suicide prevention, Warren is a volunteer for and actively involved in the organization Hopeline/1-800-SUICIDE.

There was talk of doing Letterman, although Warren nixed that. "The last thing I want to do is go on national TV and laugh at people's secrets," he says.

Beet Street invites all Northern Colorado students and residents to participate in the call for postcards, blog entries and interviews. Everyone is welcome to mail in a handmade, anonymous postcard with their "secret." Postcards will be included in an art gallery showcase and delivered to Frank Warren for the PostSecret project, where there is a chance your postcard could be featured on the blog or in his next book. Send postcards to: PostSecret @ Beet Street, 19 Old Town Square #234, Fort Collins, CO 80524 or to the Gallery Underground, 109 Linden Street, Fort Collins, CO 80524.

Full details, Frank Warren's presentation and the complete Social Media series can be found at <http://beetstreet.org/Social-Media> or by calling 970-419-8240.

ABOUT BEET STREET

Beet Street is an economic development initiative created by the Fort Collins Downtown Development Authority in 2007 to distinguish Old Town Fort Collins as a cultural destination that fosters, celebrates, and inspires human creativity through diverse cultural experiences and programming. Beet Street will create a collaborative learning community in Fort Collins, Colorado, where everyone of every age is welcome to share in discussion, reflection, and creative expression.