



Contact: Lisa Wartur
Cell: 604-767-8099
Email: lisa@noodleheadproductions.com

FOR IMMEDIATE RELEASE

MAKE A DIFFERENCE THIS SUMMER: JOIN 'INSPIRED DRIVE' WITH AN EX-NATURAL GAS BROKER TURNED ZEN BUDDHIST CHAPLAIN, A HIP-HOP ARTIST & A GLOBAL BLOGGER AS THEY HIT THE ROAD TO EXPLORE HOW STREETSOURCING CAN ENERGIZE CROWDFUNDING CAMPAIGNS

Vancouver, BC June 17, 2013 - **Patti DeSante** is not your traditional Zen Buddhist Chaplain. She's gone from turning multi-million dollar deals as a natural gas broker to working with street scholars, hip hop artists, and Ugandan fashion designers. Patti takes to the streets of North America this summer beginning June 27th seeking contributions by way of "Street-Sourcing." This modern-day twist on the traditional Buddhist method of begging for alms integrates face-to-face meetings with an online Crowdfunding platform. Patti's journey will help to raise money to resource her social enterprise [Ujamaah](#), that is building youth-driven creative community spaces on every corner of the globe. Ujamaah leverages the power of successful local organizations that enliven the entrepreneurial spirit through music, art, and sports; with the purpose of integrating street brilliance and academia to allow us to shift policy, uplift prosperity for all, and ultimately shift the story of development.

Join Patti, Hip Hop artist Jakub Strouhal (aka Jakub Evolved) and global blogger Chelsey Rhodes this summer as they travel with the goal of meeting 1000+ people a day who each contribute \$10 to their campaign. The pre-launch begins in Vancouver in mid-June, with related special events to be announced on their website. The team will be live vlogging and tweeting from the road every step of the way, so folks around the world can follow along! Patti and her team are available for interviews upon request. They are also available for speaking engagements on the topic of: "Zen, Hip Hop, and Global Activism for Personal and Community Transformation."

"This is a Crowdfunding pilgrimage, a journey of interconnectedness and interdependency: demonstrating how our collective wellbeing and prosperity is utterly born and breathed through each other," Patti explains, "We are going to be a living, moving laboratory that engages Wisdom 2.0 Conference's philosophy of 'Exploring Living with Awareness, Wisdom, and Compassion in the Technology Age.' We are joining the CEOs of Facebook, LinkedIn and Twitter, along with others who are putting this philosophy into practice."

The team is asking the public to participate in any or all of the following ways:

Watch their blog updates to see them in action, and to learn about the Art of Street-Sourcing:

<http://www.inspireddrive.com>

Sponsor them: <http://www.inspireddrive.com>

Invite them to Speak or Perform: <http://www.inspireddrive.com>

Contribute ideas for their 1 to 1000 Challenge: <http://www.inspireddrive.com>

NoodleHead Productions is an Entertainment PR and Social Media Marketing Firm with an international artist, celebrity and corporate clientele. For more information and/or interview booking and television appearances, please contact Lisa Wartur at 604.767.8099 or email: lisa@noodleheadproductions.com

###