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## Conscious Alliance Raises Consciousness, Food

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Since 2002, Conscious Alliance has been doing the proverbial “good works” by harnessing the power of music—and the large numbers of people it can attract—to collect money and food donations to be redistributed to the hungry in the U.S.

Over the years the 501(c)3 nonprofit has hosted hundreds of food drives at concerts intended to benefit local food banks and Indian reservations. (The fall of 2005 saw the completion of a three-year project: a new food storage and distribution facility on the Pine Ridge Indian Reservation in South Dakota; the facility provides emergency food relief to hundreds of families each month.)

Conscious Alliance has set up shop at music festivals such as Bonnaroo, Power to the Peaceful, and the Langerado Music Festival as well as at shows by the likes of Jack Johnson, Foo Fighters, Bruce Springsteen, Michael Franti & Spearhead, The Dead, String Cheese Incident, and others. During a Hurricane Katrina benefit concert in 2005, Conscious Alliance teamed up with the Dave Matthews Band, resulting in the collection of over 30,000 lbs. of food and over \$70,000 in donation money that supported the disaster relief efforts.

Just recently, earlier this month, Conscious Alliance and the String Cheese Incident allied to host the 6th Annual Winter Carnival Food Drive to benefit the Pine Ridge food pantry. Food donations were accepted at the main entrance of concert venues in Denver and Vail, and patrons who donated 10 non-perishable items were eligible to receive a free limited edition poster (the Vail poster is pictured) created by artists Roman Villagrana and Robert Marx.

To date, the efforts of Conscious Alliance have resulted in the redistribution of over 300 tons of food. For more information on the work of Conscious Alliance and how to donate online, go to the [Conscious Alliance website](#).