



PRESS KIT

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BeachGlow®: Concerts for Charity, Inc.
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BeachGlow: Concerts for Charity, Inc. is a registered non-profit corporation in the State of New Jersey. BeachGlow is 501(c)(3) pending. BeachGlow is an all-volunteer organization that dedicates time and energy to produce concerts and festivals to raise money for a worthy charity. Profits from each event go to a carefully selected charity.

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THE BACK STORY

Dane Kunkel, Founder & CEO

My name is Dane Kunkel. I'm a professional DJ and concert producer from Bucks County, Pennsylvania. I'm founder and CEO of BeachGlow: Concerts for Charity, Inc. BeachGlow is a non-profit electronic dance music (EDM) festival production company that fundraises for "adopted" charities. I founded BeachGlow in 2011, incorporated in 2012, trademarked in 2013, and I'm anticipating 501(c)(3) status in 2014.

At BeachGlow, I produce EDM events that raise funds for various domestic and international charities, which have included Harmony Ministries in Haiti, the Breast Cancer Research Foundation, and currently the American Red Cross. I'm involved in every aspect of my projects – from lighting, sound, set design, marketing, promotion, play lists, operations, ticket sales, talent acquisition, venue, business plan development, budget, etc. – right down to set-up, performance, breakdown, and video production relating to my events.

BeachGlow was born as a spin-off to GetKunKed Productions, a deejay business I started as a freshman in high school, when a nerve injury took me off the competitive soccer field for good. Devastated at the time, I re-evaluated my life, shifted my focus, and pursued deejaying, a dormant interest that quickly became my passion. I found nothing more exhilarating than watching a room come alive, and inspiring a crowd to get up and move -- and laugh -- and sing - - and dance – and shout – and jump – and fist-pump! In addition to my paying jobs at GetKunKed Productions, I also worked pro bono for charities such as Big Brothers & Big Sisters of America, American Cancer Society's Relay for Life, and the Homefront of Trenton. It was at my first working charity event that I realized I had this power as a deejay to get people moving, and that's when I had the idea to merge this power with my passion – and with doing something productive. My thinking was, if I can move young people to dance, maybe I can move them to help others, as well. This became my mission, and this was the inception of BeachGlow. I'm proud to say that as far as I know, BeachGlow is the only non-profit EDM festival producer out there.

Outside of the concert arena, I'm currently a freshman, getting a liberal arts education and majoring in business at The College of William and Mary, in Williamsburg, VA. I'm a full-time student, and I work full-time at BeachGlow, which has grown a lot in the past two years. I now have a board of directors and a committed staff as well as many event volunteers. None of us at BeachGlow is paid, and all profits currently go to whatever charity tugs at our heartstrings at the time. I'm very fortunate and thankful to have such dedicated and smart people, who freely and willingly donate their time – outside of their jobs -- to BeachGlow's mission, in which they firmly believe. I have many, many volunteers who help out in a multitude of capacities, but following are some of the key players on Team BeachGlow.

TEAM BEACHGLOW

Board of Directors

Dane Kunkel, Founder & CEO (see bio in BeachGlow's Back Story, above)

Gerard Kunkel, President

Gerard is a digital media executive with extensive experience in leading company vision and strategy in new product development in TV, media, and entertainment. Gerard serves as media strategy advisor to Microsoft, where he helps shape product plans for Microsoft's Xbox and TV products and services. Most recently, Gerard was *SVP User Experience and Product Design* at Comcast, and prior to that, other executive roles in TV technology and media at GuideWorks, WorldGate Communications, and Broadband Applications Development Co. Gerard, formerly on the Board of Directors at the Walnut Street Theatre, has been on Team BeachGlow since day one.

Mike Diccicco, Executive Vice President

Mike is the CEO of DDCworks, a brand communications agency where he is a brand strategist, copywriter, and campaign planner who has worked across a broad number of business categories. Current and former clients include AAA Mid-Atlantic, Hatfield Quality Meats, Applebee's Restaurants, Canal's Liquors, La Salle University, Biogeon Idec, and the University of Kentucky HealthCare System. He has also served in a number of capacities within the volunteer world including a term as president of the La Salle University Alumni Association and board positions with the Philadelphia Ad Club, Business Marketing Association (Philadelphia Chapter) and ICOM, the world's largest network of independently owned ad agencies.

Heather Luchak Kunkel, Vice President

Heather is a freelance writer and public relations consultant. She spent several years in agency PR at Letven/Diccicco (now DDCworks) as VP-PR, and at Burson-Marsteller as senior media executive, specializing in crisis PR – most notably the 1980s Tylenol crisis. Heather began at *Business Week*, where she was the *BW* correspondent to the business desk at Satellite New Channel (SNC), the world's first 24-hour news channel, and later as copy editor on the magazine. For 20 years she was an active volunteer and fundraiser at her kids' schools, and is an original member of Team BeachGlow.

Management

Zenita Henderson, Director of Marketing

Zenita is a telecommunications industry executive currently at ARRIS, where she works with service providers around the world to revolutionize video and broadband experiences. She has been in the industry more than 25 years, starting at Jerrold/General Instrument and later

Motorola Mobility (a Google Company). Zenita is experienced in customer service, marketing, launching new services, event management, and building executive briefing environments to showcase innovative technology. Zenita is an award-winning community and industry relations activist supporting education, science, technology and math (STEM) initiatives, healthcare, diversity and inclusion programs in the cable industry.

Brittany Kunkel, Vice President – Creative & Marketing

Brittany is an account executive at Garfield, a branding/advertising agency. Clients include Norman's Hallmark, Sesame Place, and several banks for social change (CDFIs). She is a 2012 honors graduate of Denison University, with a Bachelor of Fine Arts degree and a minor in art history. An award-winning painter and photographer, Brittany has had numerous solo and group gallery exhibitions. She paired artistic passion with entrepreneurial spirit to found a fashion business at 14, using profits to develop and fund her own non-profit, *Create to Inspire*, an arts program for children's hospitals. Brittany is an original Team BeachGlow member.

Kevin Miller, Director of IT

Kevin is a certified information systems security professional. He works at a global services company in Philadelphia where he is responsible for protecting the company's network infrastructure and assets. He has worked for various organizations including large corporations, Department of Defense contractors, and local municipalities. He also is a certified emergency medical technician (EMT).

Bill Ray, Director of Accounting

Bill is a certified public accountant, specializing in serving non-profit organizations and local small businesses. He is an audit and accounting manager at Lopez, Teodosio & Larkin, LLC, a public accounting firm in Bucks County, where he provides audit, accounting, and tax services to various non-profit organizations, small businesses, and government entities. In college, Bill served as Community Service chair of his fraternity, was actively involved in Habitat for Humanity, and volunteered with various other organizations.

Lois Tragone, Director of Community Relations

Lois is a retired senior-level executive in the staffing and HR services industry with extensive experience in management, planning and execution, and personnel development in large- and mid-sized organizations. She was most recently European senior market manager at Randstad. Lois, who has volunteered on Team BeachGlow from the start, also heads up SoldierStuff, a successful continuous service organization to benefit US troops in Afghanistan and Iraq.

Jesse Van Marter, Director of Operations

Jesse is a freshman studying Operations Research at Columbia University's Fu School of Engineering. He currently works in the IEOR department at Columbia. Before graduating from The Pennington School in 2013, Jesse attended New Jersey's Governor's School of Engineering and Technology and completed a research project focused on improving the manufacturing process at L'Oreal. He also worked as an intern at Areté, a software design firm. Jesse was one

of Team BeachGlow's first volunteers, when he and Dane, founder and CEO, were high school classmates.

Consultants

Sara Ann Kelly, Public Relations Consultant

Sara is founder and CEO of Sara Ann Kelly Public Relations, a food, entertainment, tourism, lifestyle, and health & fitness management and publicity firm. She has garnered national and international media coverage for her clients and issues of interest. Sara has extensive fundraising experience with non-profit organizations, start-up investments, and media campaigns. Boundless creativity, unconventional event planning, and intuition gear her campaigns towards steady growth while swaying public interest. A proud Cape May, NJ, native, Sara is eager to give her time and her talents to a cause so near to her heart.

Kate Tepper, Legal Consultant

Kate is a practicing corporate attorney with Philadelphia-based multi-national law firm Duane Morris, LLP. Her practice includes public and private offerings of debt, equity and hybrid securities; mergers, acquisitions, and other strategic transactions; and the securitization of residential mortgages and trade receivables. Kate has provided counsel to many charitable organizations such as the United Way, Greater Philadelphia Cares, and Philadelphia Law Works, and is a mentor for entrepreneurial programs at the Wharton Business School and Drexel University. Kate also serves as an advisor to several charitable boards.

Jim Tragone, Logistics Consultant

Jim is founder, owner, and general manager of Maximum Transportation Solutions, a transportation/logistics company. He provides regional and national companies with business development and consultative services, specializing in transportation and operations logistics. Jim is actively involved in local community relations and causes, has been a volunteer travel soccer coach for more than 25 years, and has been on Team BeachGlow from the start.

PHOTOGRAPHY

Dane Kunkel

Dane Kunkel (aka Get KunKed), founder and CEO of BeachGlow: Concerts for Charity



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Dane Kunkel (aka Get KunKed), founder and CEO of BeachGlow: Concerts for Charity



Events

BeachGlow 2012 to benefit the Breast Cancer Research Foundation, at the Sun National Bank Center in Trenton, NJ



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LOGOS

BEACHGLOW®
concerts for charity

LOGO: BeachGlow: Concerts for Charity, Inc.

NOTE: Use this logo when reproducing on a WHITE or LIGHT background.



LOGO: BeachGlow's BG Stamp on WHITE