

"UNDROPPABLE" High School Tour MA, CT, NYC, PA, MI, IL, IA, KS, OH



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October 25, 2012, 2:01 am -- /[EPR NETWORK](#)/ -- 'Undroppable' Announces High School Election Tour The 'Undroppable' producing team of Scooter Braun, Adam McKay, Jason Pollock, and Sharon Chang today announced their upcoming Undroppable Election Tour, beginning in Los Angeles on October 24 and going through Election Day.

Filmmaker Jason Pollock, the creator of 'Undroppable,' will be touring 14 high schools in 10 states for the final two weeks leading up to Election Day. His hour- long presentation to students in auditoriums and gymnasiums across the country is comprised of a speech, 'Undroppable' videos clips, as well as a panel discussion with local and state leaders.

"The main message of this tour is that education is important," said Pollock. "Most high school students can't vote this year, but they need to know what's going on just as much as everyone else."

The 'Undroppable' team will continue their social media campaign on Youtube, Twitter, Tumblr, and Facebook throughout the upcoming tour. The campaign has already been featured in Time Magazine and USA Today. 'Undroppable' has also received tweets from pop star Justin Bieber, as well as U.S. Secretary of Education, Arne Duncan.

"Our team is very proud of how quickly 'Undroppable' has grown. Regardless of who is in office, education is vitally important" said Scooter Braun, who represents pop stars including Justin Bieber, Carly Rae Jepsen, The Wanted, Cody Simpson, and Gangnam Style creator, Psy.

The 'Undroppable' Election Tour is a non-partisan event and will be filmed for an upcoming feature documentary that Pollock is currently directing and writing. The film is scheduled to be completed mid-2013.

"Education is such an important issue in this election cycle. This tour is a perfect way to keep this topic in the public eye as much as possible. Pollock's energy and devotion to this project have been incredible," said Adam McKay, writer and director of such hit films as Anchorman, Step Brothers, and The Other Guys.

'Undroppable' has also partnered with the Get Schooled Foundation in order to film in five high schools that are a part of the Get Schooled network. Get Schooled is affiliated with MTV-Viacom and the Gates Foundation. This month, Get Schooled launched their attendance challenge in 200+ schools nationwide.

UNDROPPABLE TOUR SCHEDULE

Oct 24th - La Causa Youthbuild Charter School, Los Angeles, CA
October 26th - New Bedford High School, New Bedford, MA
October 27th - Bridgeport High Schools, Bridgeport, CT
October 28th - NYC PRESS DAY
October 29th - Palumbo Academy, Philadelphia, PA
October 30th - Edsel Ford High School, Dearborn, MI
Dearborn Magnet High School
Truman High School, Taylor, MI
October 31st - Starr Commonwealth School, Albion, MI
Bloomington High School, Bloomington, MI
November 1st - Collins Academy, Chicago, IL
November 2nd - East High School, Des Moines, IA
November 3rd - Highland Park High School, Topeka, KS
November 5th - Dohn Community High School, Cincinnati, OH
November 6th - ELECTION DAY, Cincinnati, OH

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About Scooter Braun

Scooter Braun has strategically positioned his company, SB Projects, as one of the most exciting and fastest-growing companies in the entertainment industry. With the unprecedented success of clients such as Justin Bieber, Asher Roth, Carly Rae Jepsen, The Wanted and Cody Simpson, Scooter is widely considered one of the music industry's most promising and powerful young executives. His documentary film, "Never Say Never," became the highest grossing concert film in U.S. box office history. Scooter is also an active philanthropist who is always searching for deals that involve charitable, giveback components. He serves on the Advisory Board for Pencils of Promise, a non-profit organization founded by his brother Adam that builds schools in the developing world. <http://twitter.com/ScooterBraun>

About Adam McKay

Adam McKay is a writer, director, and producer whose film credits include ANCHORMAN, TALLADEGA NIGHTS, STEP BROTHERS, and most recently THE OTHER GUYS. He is a former head writer of SNL and one of the founding members of the Upright Citizens Brigade. Other past credits include writing for Michael Moore's show THE AWFUL TRUTH and co-founding the comedy website Funny or Die with Will Ferrell. Adam also produces HBO's hit comedy series EASTBOUND AND DOWN through his and Ferrell's company, Gary Sanchez Productions. In 2009 he took to the stage, directing the Tony nominated Broadway show "You're Welcome America: A Final Night with George W. Bush." -

Adam's Twitter page: <http://twitter.com/GhostPanther>

About Jason Pollock

Jason Pollock is a filmmaker, writer, and digital producer. Pollock has worked as a producer for a number of celebrities and organizations including Ashton Kutcher, Michael Moore, and Rock The Vote. He was ranked in the top 140 most influential pages on Twitter in a report in The New York Times. PC Magazine listed him as one of the Top 100 People to Follow on Twitter. Pollock's documentary, The Youngest Candidate, which follows four teens running for public office in America, was the first documentary to be produced by David Letterman's company Worldwide Pants. Pollock toured the country with his film to get the vote out through Election Day 2008, traveling to 21 cities in ten battleground states.

Jason's Twitter page: http://twitter.com/Jason_Pollock

About Sharon Chang

Sharon Chang is a media executive, brand strategist, social entrepreneur, impact investor, and philanthropist. She is the Founder and CEO of Yoxi (www.yoxi.tv), a media strategy organization that connects the burgeoning social enterprise movement to shared value business opportunities. Yoxi supports Social Innovation Rockstars (SIRs) by instigating high impact collaborations and developing compelling media campaigns to drive social change. Its unique approach aims to generate broad appeal and deep engagement to define the pop culture of social innovation. Before founding Yoxi, Sharon was the Chief Creative Officer of 19 Entertainment; the company behind popular TV shows American Idol and So You Think You Can Dance. She is the Managing Trustee of TTSL Charitable Foundation, sits on the Board of Trustees of New York University, and advises a number of non-profit organizations, technology start-ups, and social ventures. <http://twitter.com/SharonChang>

About Get Schooled

Get Schooled is a non-profit organization dedicated to using media, technology and popular culture to improve high school graduation rates and college success rates. Get Schooled connects with young Americans through its combination of on-air programming, online content, on-the ground events and school-based engagement initiatives. Together with hundreds of schools, educators, and students, and boosted by partners like Viacom and the Bill & Melinda Gates Foundation, Get Schooled motivates and empowers students to make high school education a priority and college education a possibility. <http://twitter.com/GetSchooled>

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