



The Central High School Foundation | PO Box 31610 | Omaha, NE 68131  
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## FOR IMMEDIATE RELEASE

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### Concert & Conversation with Peter Buffett To Help Central High School Go Wireless

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(Omaha, NE) – Peter Buffett will present “Life Is What You Make It: Concert & Conversation with Peter Buffett” to benefit Omaha Central High School on Thursday, April 28, prior to the Berkshire Hathaway Annual Shareholder’s Meeting. The concert will be held in the historic Central High School auditorium, located at 124 North 20<sup>th</sup> Street, at 7 p.m.

Buffett is an Emmy Award-winning composer, philanthropist, author and son of billionaire investor Warren Buffett. Through a live piano/vocal performance, with accompaniment by cellist Michael Kott, he will take audiences on a musical journey, interspersed with personal stories of his career and life, to communicate the philosophy handed down to him: forge your own path, regardless of your circumstances.



The Concert and Conversation is the live companion to Buffett’s *New York Times* best-selling book *Life is What You Make It* which has been described by former President Bill Clinton as, “A wise and inspiring book that should be required reading for every young person seeking to find his or her place in the world.”

Tickets for the concert are \$50 for the performance; or \$75 for the performance and a private VIP reception with the artist following the concert. Students may buy tickets at a discounted rate of \$25 each. (Student identification is required.) Tickets may be purchased through the Central High School Foundation by phone (402) 556-1996 or online at <http://centralhighomaha.org/foundation/lifeiswhatyoumakeit.asp>.

Proceeds from the event will benefit Central High School’s student body. Buffett, an alum, has built his life and career on the integration of education and technology into a 21<sup>st</sup> Century multimedia experience. Central, with the help of the Central

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High School Foundation, has recently undertaken a \$1.4 million campaign to provide wireless Internet school-wide, as well as the 21<sup>st</sup> Century resources for *all* students to benefit from its access.

The Bookworm will be selling copies of Buffett's book, both at the concert and the VIP reception, for \$14. The Bookworm will also be selling Buffett's *Gold Star* CD, *Imaginary Kingdom* CD, *Spirit - the Seventh Fire* CD and DVD and *Staring at the Sun* CD. A percentage of proceeds from sales will also support Central High School's wireless campaign.

Following the performance at approximately 8:30pm, VIP ticket-holders will be escorted to the Scouler Building, located at 2027 Dodge Street, for a reception with Buffett including cocktails, soft drinks provided by Coca-Cola and dessert provided by Nothing Bundt Cakes. There, attendees may purchase copies of *Life is What You Make It* signed by the author.

In addition to providing soda at the VIP event, Coca-Cola is sponsoring the concert "Green Room" and providing complimentary Coca-Cola product to all concert attendees.

#### About Peter Buffett

Peter Buffett ([www.peterbuffett.com](http://www.peterbuffett.com)) is an Emmy Award-winning composer, musician, author and philanthropist. His work with numerous non-profit organizations (including the NoVo Foundation, of which he is the co-chair) has helped him become a well-known activist for social concerns. Previous human rights-driven music collaborations with Buffett include "*Blood Into Gold*," featuring Grammy-nominated recording artist Akon and "A Song for Everyone" featuring Angelique Kidjo. He has released albums on the Narada, Epic, and Hollywood labels, as well as ten releases on his own label. Most recently he released a USB only album, *Running Blind*. The drive features an interactive environment where the user can listen to music, watch videos, flip through photos and explore Peter's extensive career. Buffett is currently performing his "Life Is What You Make It: A Concert & Conversation with Peter Buffett" series around the country to support his *New York Times* best-selling book, *Life Is What You Make It* (Random House/Harmony Books). Buffett has launched his own social network community, [peterbuffett.com/ning](http://peterbuffett.com/ning), to release new material to his exclusive network of fans on a monthly basis.

#### About The Central High School Foundation

Central High School, established in 1859, the oldest, largest and one of the most diverse and competitive high schools in Omaha with a mission to continue a tradition of excellence emphasizing academic achievement, responsible citizenship, and pride in diversity within a safe and respectful environment.

The Central High School Foundation ([www.centralhighomaha.org](http://www.centralhighomaha.org)), a 501(c)(3) organization, seeks to provide support for present, past and future Central High School students. Contributions of time, energy, and resources are essential to preserve and enhance the timeless values of a Central High School education. *Central High School Foundation partners include First National Bank of Omaha, Midland University and Nebraska Methodist College: The Josie Harper Campus.*