

Lady Gaga: Singer/Songwriter, Fashion Artist and Philanthropist
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Lady Gaga is a two-time Grammy winner, singer/songwriter, and fashion artist who's a champion for individuality. She's highly involved in the LGBT community and is outspoken about equality for everyone. Gaga wears outlandish outfits that are works of art and has a massive following on Twitter which she utilizes to raise funds for charities. Lady Gaga is a socially conscious, recording artist and inspiration for today's generation.

Lady Gaga's philanthropic efforts

1. Lady Gaga partnered with **Virgin Mobile** (<http://www.ladyvirginmobile.com/>) on her Monster Ball tour to raise money to help homeless youth. Fans who volunteered their time at homeless youth organizations were offered VIP tickets. More than \$80,000 in proceeds was raised along with 30,000 hours of community service for various charities such as The National Alliance to End Homelessness (NAEH) <http://www.endhomelessness.org/> across the U.S. <http://www.looktothestars.org/celebrity/1944-lady-gaga>. She's also supports Virgin Mobile's RE*Generation (teamed with NAEH), which brings "together organizations that care about homeless youth, and connecting them with young people who want to help" <http://www.ladyvirginmobile.com/cause.php>.

*According to Eva G., 18, from Parma, Ohio, "During the Monster Ball tour, fans sent a text to a number provided by the concert stadium/venue. Lady Gaga selected a random phone number and called a fan. If the fan answered, they were the ambassador for the Monster Ball. Virgin Mobile donated \$20,000 to Gaga's favorite charity, the RE*Generation Campaign, which helps homeless youth in the LGBT community. The fan hung out with her after the concert. I have friends who are gay – their parents aren't always accepting. Gaga's work in the LGBT community is inspiring. She helps teens like my friends."*

<http://www.youtube.com/watch?v=tvNG6jtTrjc> (4/27/11 concert, Cleveland, OH – includes Gaga's performance of Telephone)

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<iframe width="640" height="390" src="https://www.youtube.com/embed/tvNG6jtTrjc"
frameborder="0" allowfullscreen></iframe>
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OR use (without Gaga performance)

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<iframe width="480" height="390" src="https://www.youtube.com/embed/cfbX1_RNhZ8"
frameborder="0" allowfullscreen></iframe>
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http://youtu.be/cfbX1_RNhZ8

2. Gaga is very proactive in raising awareness about the risk of HIV/AIDS among young women. She and recording artist Cyndi Lauper (<http://cyndilauper.com/charity/>) teamed up with M•A•C

AIDS Fund's VIVA Glam campaign, which has raised over \$160 million through the VIVA Glam lipgloss and/or lipstick campaign. Proceeds go directly towards helping those infected with the disease. Learn more at http://www.maccosmetics.com/cms/giving_back/vivaglam.tmpl.

3. On January 12, 2010, **Haiti** suffered a catastrophic 7.0 earthquake which devastated the country. Gaga donated the proceeds (tickets sales, merchandise, etc.) from her January 24, 2010 Monster Ball concert along with sales from her online store; she donated over \$500,000.

On March 11, 2011, **Japan** suffered an earthquake and tsunami. Lady Gaga's \$5 "white-and-red rubber bracelet with the words *Pray for Japan* in both English and Japanese emblazoned on the band in red" http://articles.nydailynews.com/2011-03-14/entertainment/29147058_1_vogue-hommes-japan-lady-gaga-bracelets raised \$250k in 48 hours. She used Twitter to ask her 'little monsters' to donate more if they could. And, on her latest visit to Japan for a charity concert, she encouraged tourists to return to Japan. "I missed Japan so much...and ever since the earthquake I really couldn't wait to come back and see the fans," she told the Associated Press. Read more at <http://news.travel.aol.com/2011/06/23/lady-gaga-encourages-japan-tourism-during-charity-concert-trip/>.

4. Lady Gaga loves her hometown of New York and teamed up with the **Robin Hood** (<http://www.robinhood.org/home.aspx>), a poverty-fighting organization in New York City. The organization recently awarded \$1 million to SCO Family of Services, which supports New York City teens living in poverty. Read more at <http://ladygaga.robinhood.org/>.

Lady Gaga's influence on art and fashion

1. According to **Style.com**, "allusions to this pop culture omnivore (who is attired by a Warholian gaggle of twentysomethings working under the moniker Haus of Gaga) [were found] at the haute couture in Paris. And yet it was hard not to detect a hint of the Gaga effect in Gaultier Paris' leg-bearing bodysuits, Christian Lacroix's sculptural skirts, Givenchy's dangling chains, and even the pouf-skirted finale dress at Chanel" <http://www.style.com/stylefile/2009/07/is-it-just-us-or-was-lady-gagas-influence-all-over-couture/>.

2. Lady Gaga is more than a singer/songwriter and musician, she's a fashion phenomenon. According to **international fashion make-up artist**, Max Della Maggesa (<http://trendblogger.com/lady-gagas-overwhelming-influence-on-fashion-and-beauty-trends>), "Lady Gaga is a style icon, a muse, a craze." He calls this 'the gaga-ism' because everyone will know her. Gaga has been compared to Madonna, who revolutionized the world of fashion 30 years ago.

3. The term '**GaGaism**' (<http://opensourcingleigion.wikia.com/wiki/GaGaism>) refers to Lady Gaga. It's about being an individual and expressing yourself, while at the same time being a part of the community. Croatian conceptual artist Igor Jurilj (<http://www.gaganews.com/fanspiration/2011/01/igor-jurilj/>) created an art exhibit in November 2010 called "Gagaism." Lady Gaga found out about the exhibition while she was in Croatia on the Monster Ball Tour.

Lady Gaga's influence sound and style are undeniable. Visit Lady Gaga (<http://www.ladygaga.com/#!/tweets-official>) to learn more about the artist and her charity work.