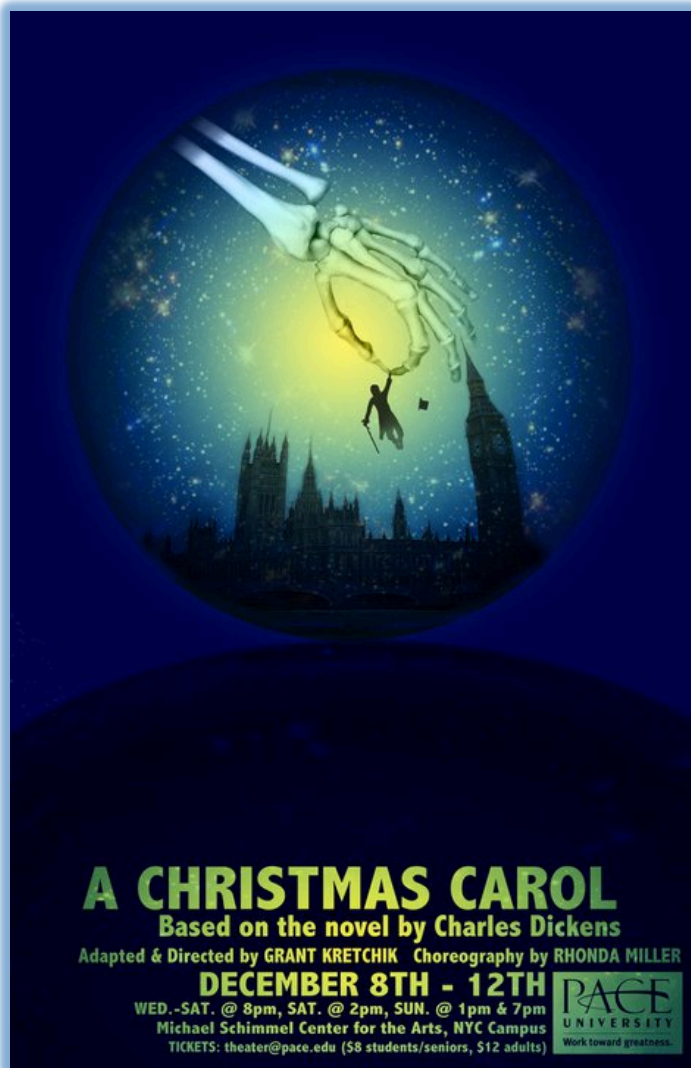




interactive & direct marketing lab



## IDM Lab helps raise \$2300 for Broadway Cares

The Pace University IDM Lab helped raise money for AIDS awareness and clinics through promotion of the play *5 Christmas Carol* (December 8<sup>th</sup>-12<sup>th</sup>). John Vincent Salcedo and Carl Miller from NY IDM Lab created a Facebook page that surged in popularity so quickly Facebook thought a computer was automatically adding friends to the profile. Their work did not stop there; John and Carl recorded rehearsals and edited it into a great preview for the play.

Christmas Carol Fan Page:

<http://www.facebook.com/people/Pace-Christmas-Carol/100001690510761#!/profile.php?id=100001690510761>

Video:

<http://www.facebook.com/people/Pace-Christmas-Carol/100001690510761#!/video/video.php?v=117784784954538>