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 *A Christmas Carol* (December 8th-12th). 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:  