

# Los ANGELES TIMES

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## Jackson Plans World Tour to Fund Charity

Pop: The superstar hopes to raise millions to help children and the environment. The series of concerts will include his first visit to Eastern Europe.

By DENNIS HUNT  
TIMES STAFF WRITER

Michael Jackson will begin a world tour in June that will carry the pop superstar to Eastern Europe for the first time and help fund his new humanitarian foundation designed to aid children and the environment.

"I'm looking forward to this tour because it will allow me to devote time to visiting children all around the world, as well as spreading the message of global love in the hopes that others too will be moved to do their share to help 'Heal the World,'" Jackson said at a press conference Monday in New York's Radio City Music Hall.

Heal the World, which is the title of a song on Jackson's recent "Dangerous" album, is also the name of his new foundation. The organization will contribute funds, to pediatric AIDS in honor of Ryan White—the Indiana youngster who died in 1990 after a much-publicized five-year battle against AIDS—as well as also offer support to such organizations as Camp Ronald McDonald, the Make a Wish Foundation, Children's Diabetes Foundation and Minority AIDS Foundation..

"The only reason I am going on tour is to raise funds for [my foundation] . . ." Jackson said at the press conference. "My goal is to gross \$100 million by Christmas, 1993. I urge every corporation and individual who cares about this planet—And the future of the children to help raise money for the 'Heal the World' charity."

Though Jackson mentioned the \$100million figure, it was not clear how much of the tour will go to the foundation. A spokesman for the pop star said the amount will be "Substantial...certainly in the millions of dollars."

In addition to a portion of the tour receipts, Jackson expects to generate money for the foundation through a new multimillion-dollar sponsorship arrangement with Pepsi-Cola and through royalties raised through the release of a recording.

To kick off the campaign Monday, Pepsi-Cola donated \$100,000 to the foundation. Pepsi-Cola and Jackson also announced their third tour sponsorship agreement.

The Pepsi-Jackson deal shook the advertising world in 1984 when they announced a reported \$5 million Arrangement that was believed to be by far, the biggest in pop star-marketing history. They then reunited in 1981 for the "Bad" tour with a deal reportedly worth \$10 million.

Jay Coleman, president of EMCI, the New York entertainment marketing firm that has negotiated all three Pepsi-Jackson contracts, declined to confirm figures, but did say the new deal is "far in excess" of the earlier ones.



Michael Jackson announces his world-tour to aid humanitarian foundation at -Radio City music Hall.