



## Biography

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Founded in 2007, The Élan Group is dedicated to shedding light on issues in local New York City communities through entertainment. The company produces and promotes events to help bridge the gap between the world's needs and its desires – providing for the community's needs by sating its desires.

Kimberly Morton and Oveta Clinton, founders of The Élan Group, collectively have 15 years of experience in marketing, production and event planning. Their goal is to work with performers, celebrities and public figures to raise awareness on disease and sickness, domestic violence, lack of education, homelessness, unemployment, pollution, hunger and starvation.

The Élan Group teams up with organizations that are already working to promote these issues. They find and secure sponsorships, arrange for a venue and handle venue set-up, promote the event and find artists that match the organization's cause.

Élan means showing a feeling of strong eagerness with distinctive and stylish elegance. The Élan Group applies this meaning in everything they do.

Since its creation a year and a half ago, the group has already participated in the planning of over ten events, including several at Webster Hall and has worked with a variety of performers including Chris Brown's Elite Marching Band, Raye 6, and Hasan Salaam. The Élan Group has worked with a number of notable organizations, including Life Beat: The Music Industry Fights AIDS, G-Unity Foundation, and the Women's Organization of Rebirth Through Healing.