



Award-Winning Actor and Humanitarian Blair Underwood to Headline bbcon 2018

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Premier tech gathering for social good promotes best practices, innovative thinking and radical collaboration with leading experts from across the industry

CHARLESTON, S.C., July 24, 2018 /PRNewswire/ -- [Blackbaud](#) (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced that Blair Underwood will join the keynote lineup for [bbcon 2018](#), the premier tech gathering for organizations and change agents driving social good that will be held October 9-11 at the Gaylord Palms Resort & Convention Center in Orlando, Fla.



"We are thrilled to have Blair Underwood join us for bbcon 2018," said Catherine LaCour, Blackbaud's chief marketing officer. "Each year bbcon convenes thousands of change agents to share the latest insights, trends and innovation—from fundraising and marketing strategies, to best practices for accounting and stewardship, to technology advancements and more. Blair's involvement in numerous charitable organizations genuinely reflects a passion to help good take over and attendees will benefit from his unique perspective as a public advocate and spokesperson, producer of the philanthropy-centered NBC series 'Give,' and philanthropist and co-founder of international nonprofit organization Artists for a New South Africa."

A true multi-hyphenate, Blair Underwood is enjoying success in film, television and theatre as an actor, director and producer. Onscreen, he was most recently seen as a series regular on ABC series, *Quantico*. Prior to his role on "Quantico," Blair recurred on another hit ABC drama, "AGENTS OF S.H.I.E.L.D." His past television credits feature several series, including "L.A. Law", "New Adventures of Old Christine," "In Treatment," "Dirty Sexy Money," and "The Event." His film credits include "Rules of Engagement," "Madea's Family Reunion" and "Full Frontal." He co-starred opposite Cicely Tyson in the Lifetime telefilm, "A Trip To Bountiful," based on the Tony award winning play. In 2012 he made his acclaimed Broadway debut in the iconic role of Stanley in Tennessee Williams' "A Streetcar Named Desire," for which he earned a 2012 Drama League Distinguished Performance Award nomination.

He will next be seen in two feature films, both debuting on Netflix later in 2018: "The After Party," for writer/director Ian Edelman, and "Juanita," for director Clark Johnson, in which he stars opposite Alfre Woodard. Underwood also has several projects in the development pipeline as a director, including "Patch," an elevated genre feature based on a Gregg McBride script. In 2010 Underwood made his feature film directing debut with "The Bridge to Nowhere," which starred Ving Rhames, Danny Masterson, Bijou Phillips and Alex Breckenridge.

Underwood is an Emmy Award winner (as producer of the philanthropy-centered NBC Saturday morning series, "Give"), a two-time Golden Globe Award nominee, and has been nominated for 17 NAACP Image Awards (three wins). He won a Grammy for Best Spoken Word as co-narrator of "An Inconvenient Truth" and is a newly minted member of the Academy of Motion Picture Arts and Sciences. Underwood received the Humanitarian Award for his work with the Los Angeles chapter of the Muscular Dystrophy Association. He co-founded Artists for a New South Africa and also served as a spokesperson for YouthAIDS. Underwood is on the Board of Governors of Love Our Children USA, and appeared in a public service announcement for the Fulfillment Fund.

"Blackbaud's bbcon 2018 conference is an inspiring event that unites thousands of people who share a commitment to using technology to make a powerful impact in the world," said Underwood. "I'm honored to join this important event and look forward to trading stories with this inspiring

community of professionals who dedicate their day jobs to making the world a better place."

Attendees will also have access to dedicated content for various roles and markets—from nonprofits and arts and cultural organizations to faith communities to education institutions, healthcare organizations, foundations, companies and more. "Data, catalyzing the power of the individual and true collaboration—we believe these three factors will drive momentum in the social economy, ultimately making it possible for organizations and individuals working for good to do so more effectively," LaCour added. "We are excited to focus on these themes throughout the conference so attendees leave even more prepared to tackle the world's biggest problems."

For more information or to register, visit www.bbconference.com. Follow the conference news on Twitter with #bbcon or on Facebook at www.facebook.com/blackbaud.

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About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, companies, education institutions, healthcare organizations and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada and the United Kingdom. For more information, visit www.blackbaud.com.

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Forward-looking Statements

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