

# MarketWatch

## John Legend hates spending money on private jets, and will keep doing this noble job for free

The singer and entrepreneur has helped raise over \$1 million for causes that are important to him



John Legend is building a brand as a modern day Renaissance man.

The 40-year-old singer-songwriter's music career reached new heights when won an Emmy, Grammy, Oscar and Tony award following his powerhouse role in the TV musical "Jesus Christ Superstar." And he's taking time to use his voice to do good.

The music video for his latest song, "Preach," which sheds light on hot button social issues like immigration, police brutality and school shootings, has raised \$21,179 through YouTube's fundraising feature he enlisted with a goal of \$50,000 to go toward his criminal justice initiative **Free America**. Legend will also continue to invest in the future of formerly incarcerated individuals who struggle to find employment after serving time by raising funding to help them start their **own businesses**.

Philanthropy and social activism is a family affair in the Legend household. Together, he and his wife, cookbook author and TV host **Chrissy Teigen**, tapped into their combined network of more than 60 million fans on social media in June of 2018 to raise and **donate \$1 million** in 48 hours to the American Civil Liberties Union to help families separated at the southern border under the Trump administration's immigration policy. And in January, the celebrity couple donated \$200,000 to the Time's Up Legal Defense Fund to provide legal support for victims of sexual **violence and assault**. The following month, they **donated \$25,000** to the anti-gun movement March for Our Lives to support survivors of the Parkland school shooting.

And on top of all this, he will spend the summer promoting his new wine LVE French sparkling rosé -- the sixth bottle in his **namesake collection LVE wines** (which stands for Legend Vineyard Exclusive) -- with events everywhere from Beverly Hills to Provence and around the Hamptons.

MarketWatch asked the musician about growing his wine business, philanthropy and entertaining at home with wife Teigen and his two kids.

**MarketWatch:** What inspired you to get into wine? How do you find the time?

**John Legend:** I've always had a passion for wine. I've always felt that music and wine fit perfectly together because they engage all of your senses, so the creation of LVE felt very organic to me. It really gave me a chance to take something I am passionate about and make it a part of my overall creative vision that will continue to inspire people along with my music. I find time for the things that make life more beautiful and enjoyable and making wine is definitely one of those things.

**MW:** Where is your favorite place to enjoy a glass of wine including your new LVE French sparkling rosé?

**JL:** I enjoy drinking wine anywhere but really love it at home when we are cooking for and entertaining our friends and loved ones. We love to make spicy foods like Thai and Mexican, and the sparkling rosé pairs really well with those foods.

**MW:** You've landed so many big endorsement deals and partnerships. What is the best financial advice you've ever been given?

**JL:** Endorsement deals have been great and lucrative, but it's important for me to own as much as I can. I've really enjoyed building LVE from scratch and hope it can blossom into a brand we own and enjoy for many years to come.