

The Who's News Blog



A daily look at all things celebrity



By Lorrie Lynch
with Kathy Rowings

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Jenny Jones' heroes project

Lorrie Lynch writes USA WEEKEND's popular Who's News celebrity column every week. In her Who's News blog, Lorrie writes about celebrity news of the day, the stars she talks to, and how she and her team get the job done.



Former daytime talk show host **Jenny Jones** (at left) is looking for heroes and she asked me to help by getting the word out. Jones, who was on the air from 1991 to 2003, has a million dollars to give away and a website — jennysheroes.com — where you can apply to be one of the people who will do important and charitable things with her money. And yes, it's her money. "I've always given back, I was doing so well," she tells our Gayle Carter. "I had the money but never this much time."

What started out as "just wanting to do something fun on my website, a contest" turned into giving away \$1 million. While personal stories and projects that impact a large number of people or continue to give over time are priorities in her selection process, Jones says that sometimes it just comes down to a feeling she gets when looking at pictures that are sometimes sent with an application. "The hero doesn't benefit financially but spiritually they benefit a lot," says Jones. Jones will give all the money away by the end of 2008 and she hopes to end the year and the giveaway with a project that's a big-impact holiday event.

Jones manages the website, reads every letter and makes all the decisions about who gets funded. It's her full-time job. "I'm following every dollar and seeing thousands of people impacted," she says. As for returning to TV, Jones, 62, says she has "many offers" but none "motivate" her enough. She did get a call from VH1's *Celebrity Fit Club*, she says, but was no more interested in that than any other show.

(photo courtesy jennyjones.com)