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'Rock for Relief'
Hartford Rock Concert to Benefit Hurricane Victims

Hartford, CT - A Connecticut-based fundraising coalition will co-sponsor a concert to benefit victims of Hurricanes Katrina and Rita. The concert will be held on October 9th from 8 P.M. - 1 A.M. at *Up or On the Rocks*, at the corner of Union and Allyn Streets in downtown Hartford. All money raised will be donated to The American Red Cross Disaster Relief Fund.

'Rock for Relief' is a Bud True Music event presented by 106.9 WCCC. The concert will feature a multi-state line-up of bands showcasing their original music for a good cause. Gaiah from Springfield and Sucka Brown from Boston will team up with Hartford-based Seven Ender for the charity event. "The story of these devastating hurricanes will soon fade from the headlines but the work of helping victims recover and rebuild their lives will continue for years to come," said Michael Lipton of Seven Ender. "This is a great opportunity for Seven Ender to play our music for a good cause, and really make a difference."

Up or On the Rocks has pledged 100% of the \$7 admission charge to the relief efforts and will be accepting additional cash donations at a Red Cross booth all evening. "We're very excited about the potential for this event," said Shaun Sullivan co-owner of *Up or On the Rocks*. "October 9th is the Sunday before Columbus Day so we expect big crowds coming down here to have a good time, show their support and help a good cause." There will also be a raffle with prizes donated from local businesses.

"We wanted to do more than just write a check," said Jim DeMicco of Skye Communication. "Our public relations business is all about organizing events, leveraging community support, and working with the media. We've worked with Seven Ender many times before and we were not surprised that they pledged 100% support to this event from the very beginning."

Over the next week and a half the fundraising coalition will be looking for additional corporate sponsors, raffle prizes and ways to get the word out about the charity concert. Current sponsors for the event are: Budweiser, WCCC, Up or On the Rocks, Seven Ender, Gaiah, Sucka Brown and Skye Communication, LLC. For more information on the event, to become a corporate sponsor or to donate to the raffle, please call Skye Communication at (203) 735-5931. Please also visit www.uporontherocks.com, www.sevenender.com and www.skyeline.com.

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