

Rock Against Cancer <sup>tm</sup>



-bringing the healing power of music to children battling cancer

## FOR IMMEDIATE RELEASE

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## Rock Against Cancer hosts 1<sup>st</sup> Annual Benefit Concert Featuring STS9 Live PA Set on August 3rd

*July 25, 2008 Atlanta-* Rock Against Cancer will host a benefit concert at Sweetwater Brewery featuring the **Sound Tribe Sector 9 Live PA** from 1pm-5pm on Sunday August 3<sup>rd</sup>. Also on stage will be nationally touring Georgia Dub-Reggae band **DubConscious and Collective Efforts**.

### BENEFITING



Proceeds from the event will benefit the Rock Against Cancer "School of Rock" program kicking off at the AFLAC Cancer Center and Blood Disorder of Children's HealthCare of Atlanta. A "School of Rock" program providing a full-time music therapist, digital recording studio and an array of music and percussion instruments will start making music at two Children's Healthcare of Atlanta Hospitals in September.

Rock Against Cancer is a national nonprofit organization providing emotional support to young cancer patients with Music Therapy and innovative music programs. Rock Against Cancer's programs provide children and families respite from long and painful cancer treatment while building public awareness and support for the youngest victims of cancer. Music is a source of healing and solace during long hours of chemotherapy infusions, painful procedures, in hospital rooms, and at home ([www.rockagainstcancer.org](http://www.rockagainstcancer.org)).

**STS9** members Hunter, Zach and David will be DJ'ing together to create their unique live sound following performances Friday and Saturday night at the Masquerade ([www.sts9.com](http://www.sts9.com)). **DubConscious**, a dub reggae collective out of Athens, GA has created and maintained their place on the cusp of solution-based philosophy, social and environmental awareness, and the evolution of today's music ([www.dubconscious.com](http://www.dubconscious.com)).

**Collective Efforts'** positive, powerful message sets them apart from the majority of hip-hop acts currently coming out of the south, and appeals to fans of both "mainstream" pop, rap, and R&B as well as aficionados of underground, conscious hip-hop ([www.cecrew.com](http://www.cecrew.com)).

**Concert tickets are \$25 and include a Souvenir Glass, and Tasting of SweetWater finest brews!!** Bands play from 1:30– 5:00 PM at SweetWater Brewery, 195 Ottley Drive in Atlanta. Tickets can be purchased on-line at [www.ticketalternative.com](http://www.ticketalternative.com).



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Music can be an important part of treatment and healing for young cancer patients. Music Therapy is an established healthcare profession that uses music to address physical, emotional, cognitive, and social needs. Research supports the importance of music in a wide variety of healthcare and educational settings. Rock Against Cancer's programs include:

- ♪ **"The School of Rock"** provides Music Therapy, digital recording studios, and a variety of musical instruments to children undergoing cancer treatment. The School of Rock affords children the opportunity to create, perform and record their own personal compositions. The Hot Topic Foundation partnered with RAC to establish eight *School of Rock* programs across the country. The 1<sup>st</sup> *School of Rock* opened at NC Children's Hospital, others include: Tomorrow's Children Institute/Hackensack, NJ; Carolinas Medical Center; Mattel Children's Hospital at UCLA; Children's Hospital at UCSF; Primary Children's Medical Center, Salt Lake City, UT; Eugenia Litta at The Mayo Clinic and Duke Children's Hospital.
- ♪ **"Stars Night Out"** provides teens with cancer the Rock Star treatment as they enjoy a pre-concert visit with top artists. They receive personal photographs & autographs, and enjoy special concert seating. In 2007 teens across the country have been treated to evenings with the Red Hot Chili Peppers, Goo Goo Dolls, Gwen Stefani and Beyonce. Other participating artists have included; Edwin McCain, Sister Hazel, Hootie and the Blowfish, Barenaked Ladies, Bon Jovi, Matchbox Twenty, Nelly Furtado and theBlack Eyed Peas.
- ♪ **"Gifts from the Heart"** serves children unable to leave the hospital by providing gift packages from artists: CDs and CD players concert DVDs and/or autographed band photographs, gold ribbon guitar picks and RAC T-shirts.