

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 announces “Play it Forward” benefit concert on the Green at Southern Village, Saturday, September 8, 4 – 9:30 PM**  
**Cost: \$20 (\$15 for students, under 10 free)**

**Concert features: Yo Mama’s Big Fat Booty Band**  
**Roman Candle**  
**BUS**  
**Several other local performers**

*"I am twenty years old and in my third year of cancer treatment; you probably have seen many others in my situation. Children undergoing intense cancer treatment will miss many important opportunities in their youth – making the dance team, singing in the school play, attending the senior prom – but an event like this will surely make up for the times we have missed and the rough journeys we have made. Indeed, an outreach like this thrusts light into our darkest hours. I am sincerely grateful for this remarkable opportunity" – A thank you note from “Stephen” who attended a music event sponsored by Rock Against Cancer*

**September is Childhood Cancer Awareness at Month** and will signal RAC’s 2<sup>nd</sup> annual **“Play it Forward”** concert. The outdoor amphitheater Southern Village in Chapel Hill will come alive with music and dance. Food and drink (including beer and wine) will be available, [www.rockagainstcancer.org](http://www.rockagainstcancer.org). A special presentation of **“I Feel Better with Music”**, a curricular program designed for parents and their preschool-aged children diagnosed with cancer. The entire program will be on display in separate sessions in the tent including: musicians, yoga, meditation, massages, and Sound Cradle music therapy sessions. [www.luluroyston.com](http://www.luluroyston.com)

Rock Against Cancer (RAC) is a nonprofit organization providing innovative opportunities for children and teens with cancer to gain emotional support through music. 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.

Music can be an important part of treatment and healing for cancer patients. Music Therapy is an established healthcare profession that uses music to address physical, emotional, cognitive,



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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 coming summer of 2007 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 the Black 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.

Headlining this year's concert will be Yo Mama's Big Fat Booty Band. When the Booty Band hits the stage, everybody dances! Energy is the name of the game as this dynamic seven-piece band from Boone, NC enchant the audience with soul, reggae, rock, hip-hop, blues, ska, and wild, wild funk. Formed in 2002, they mix triumphant horns and laid-back grooves with a hilarious stage presence. The swarms of swaying bodies at their sold-out shows testify to their boundless energy. They're quickly becoming the hottest new funk band on the Southeast/mid-Atlantic circuit, adding colorful costumes and a high-tech light show to take the experience over the top.

In support of the Booty Band will be Roman Candle, named one of the the best roots-rock records of the decade by *Harp* magazine. The Chapel Hill-based band tours internationally and has received rave reviews for their debut album, *The Wee Hours Revue*. No Depression calls the album, which was produced by Chris Stamey, "pop music for the senses as well as the mind. Most pop records fall short on groove, but *The Wee Hours Revue* is as rhythmically smart as it is sharp and catchy."

Tickets for the concert are \$20 and \$15 for students. The concert will be from 4 – 9:30 PM on the Green at Southern Village, in Chapel Hill. Food and drink can be purchased from local vendors. Tickets can be purchased on-line at [www.rockagainstcancer.org](http://www.rockagainstcancer.org), or at [School Kids Records \(Raleigh and Chapel Hill locations\)](#), or at the event.