

Rock Against Cancer tm



-bringing the healing power of music to children battling cancer

FOR IMMEDIATE RELEASE

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Rock Against Cancer Hits Atlanta

Sound Tribe Sector 9 (STS9) supports Rock Against Cancer (RAC) during a 4-night series of sold-out concerts at Atlanta's Tabernacle Dec. 28-31, 2007.

STS9 is donating \$1 per ticket sold during the 4 nights toward RAC. Also raffle tickets will be sold over the 4 nights for a chance to win STS9 signed New Year's Eve posters along with prints by artists Kris Davidson and J Garcia—2 exceptional artists that participate in live musical performances.

All raffle proceeds go toward providing music therapists at the 2 Children's Healthcare of Atlanta facilities.

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, 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 1st *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

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- 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, 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.

Rock Against Cancer –Atlanta will be announcing several events for 2008—stay tuned. For more information, please contact Jean Murphy or donate on-line at www.rockagainstcancer.org, or at the event.