

**For Immediate Release**

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**Rock Relief for Haiti**

**PRESS CONFERENCE**

**(January 21, 2009, Midland, TX)** – The Hilton Midland Plaza, in partnership with the City of Midland and local entertainment agency, Promising Projects, will be holding a press conference this Friday, Jan 22 to make a formal announcement of **'Rock Relief for Haiti'**. The press conference will be held in the Hilton's lobby, located at 117 W. Wall Street and is scheduled to begin at 10 AM.

**'Rock Relief for Haiti'** was borne of a "midnight jolt", said Keith Dial, General Manager of the Hilton Midland Plaza. "I suddenly had the realization that there was something we could do to help the people of Haiti and we could do it here locally".

**'Rock Relief for Haiti'** will be held in Centennial Plaza, located in downtown Midland, next Wednesday, Jan 27<sup>th</sup> from 4:30-7 PM. Local rock band, Loudfinger, will be headlining the concert, preceded by an acoustic set performed by local Renaissance man, Bo Zertuche. Other performers are still unconfirmed. The concert is FREE to all ages. Donations of any amount will be collected at a designated donation station. All proceeds will be donated to the special relief fund set up through the American Red Cross.

More details will be provided at the press conference.

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