

For Immediate Release

MEDIA CONTACT:

Lisa Grissom
432-618-0705

Rock Relief for Haiti

DOWNTOWN MIDLAND

(January 22, 2009, Midland, TX) – “Rock Relief for Haiti” will be held in Centennial Plaza, located in downtown Midland, on Wednesday, Jan 27th from 4:30-7 PM. 100% of the proceeds will be donated to the American Red Cross and designated for the special relief fund for Haiti.

Donations of any amount will be collected at a designated donation station set-up by the American Red Cross. “So far our expenses have been zero for ‘Rock Relief’ and we don’t anticipate incurring any expenses on the foreseeable horizon. The community has truly rallied around this cause, from local government to local businesses and citizens. Every dollar in expense that is spared is a dollar in proceeds that can go to Haiti”, said Lisa Grissom, owner of Promising Projects. Checks should be made payable to the “American Red Cross” and receipts will be available upon verification of donation.

The concert is FREE to all ages. Local rock band, ‘Loudfinger’, who has been chosen as an opening act for 80’s rock bands, ‘Dokken’ and ‘Great White’, will be headlining the concert, preceded by an acoustic set performed by local Renaissance man, Bo Zertuche.

‘Loudfinger’ will kick off an opening set at 4:30 PM in Centennial Plaza followed by the invocation, courtesy of Pastor Bell of Greater Ideal Baptist Church. Both, Bob Rice, Executive Director of American Red Cross and Wes Perry, Mayor of Midland, will speak followed by an acoustic performance, courtesy of Bo Zertuche. ‘Loudfinger’ will close ‘Rock Relief’ with a 60-minute rock concert.

Local citizens are encouraged to bring chairs and blankets. Food and drink will be available. ‘Rock Relief’ will be a non-alcoholic event suitable for families and all ages and will happen rain or shine. In the event of ill-weather, ‘Rock Relief’ will be held in the main ballroom inside the Hilton.

A news information and resource site for ‘Rock Relief’ will go live today by 3 PM at www.promisingprojects.com/rockrelief.html.

###