

For Immediate Release

June 7, 2011

## **Local Community Artists and the Brantford Youth Symphony Orchestra come together in support of Brant United Way**

Announcing the 1<sup>st</sup> Annual Benefit Rock Concert

**(Brantford, Ontario)** – Local artists have recognized the need that exists in our community and they are taking action. On Saturday October 1<sup>st</sup>, the 1<sup>st</sup> Annual Benefit Rock Concert will take place, with all proceeds going to Brant United Way. Approximately 45,000 citizens will be helped by Brant United Way's 18 Member Agencies, who deliver over 50 programs and services for citizens in our community.

The Benefit Rock Concert features four talented bands from the Brant community:

- The Big Hairys
- Tuesday's Voodoo [www.facebook.com/profile.php?id=100000669994903](http://www.facebook.com/profile.php?id=100000669994903)
- Peeler [www.peeler.ca](http://www.peeler.ca)
- Princess & The Frogs [www.princessandthefrogs.com](http://www.princessandthefrogs.com)
- And a special guest performance by the Brantford Youth Symphony Orchestra!

These bands will rock out at Brantford's Sanderson Center for the Performing Arts on October 1<sup>st</sup> – doors open at 6 p.m. Tickets cost \$25 for adults and \$15 for seniors/students, and are on sale starting June 13<sup>th</sup> at the Sanderson Center box office. Don't miss out on great music for a great cause!

"Each year we are truly amazed by the tremendous support Brant United Way receives from our community. The Rock Concert is a great example of collaboration and how folks go above and beyond for us" says United Way Campaign Director Kristin Pass. "We are so thankful to the artists and the community for coming together to organize and support this great new event. It's going to be a wonderful night for everyone to enjoy and get a taste of our local musical talent. "

"United Way is all of us. It is the WAY we can come together to make a difference – to build community – to build a great city where we all share in the lives of our neighbours. It's more than just fundraising – it's about celebrating local musical talent, the community, and coming together to create social change" said Mike Campbell, lead organizer of the concert.

# I believe in my community

Brant United Way



## **Brant United Way**

### **We're in this together**

Donations to Brant United Way are invested locally to address four identified priority areas: children and youth; crisis and counseling; independence and well-being; and poverty and housing.

Approximately 45,000 citizens or 1 in 3 will be helped by our Member Agencies.

Our partnership of 18 Member Agencies deliver quality services and programs for citizens in our community. For many of these Agencies, the support from United Way is integral to their operation. Without it, many wouldn't be able to operate.

Find us on Facebook and follow us on Twitter @brantunitedway

For more information please contact:

Mike Campbell  
*Media Relations/Concert Organizer*  
T: 519-756-7900, ext. 7406  
E: [mecampbe@scj.com](mailto:mecampbe@scj.com)

Kristin Pass  
*Campaign Director, Brant United Way*  
T: 519-752-7848 ext. 217  
E: [kristinp@brantunitway.org](mailto:kristinp@brantunitway.org)