



## **FOR IMMEDIATE RELEASE**

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### **New, Charitable Chicago Rock Fest Sings to a Different Tune Celebrities, Chicagoans Rally Around Rock and Roll for Clean Water**

**CHICAGO, IL** (June 24, 2010) – The biggest, most extravagant end-of-the-summer bash in Chicago, Rock the Cause, will take place starting at 6 PM, August 21, 2010 at the historic Congress Theater (2135 North Milwaukee Avenue, Chicago, IL 60647). Rock the Cause will bring the Windy City's sophisticated "it" crowd together with some of today's hottest musicians and celebrity hosts to benefit Charity Water ([www.charitywater.org](http://www.charitywater.org)), a non-profit that builds clean water wells in countries deprived of suitable drinking water.

According to the World Health Organization, over 1.7 million people – primarily children under the age of five – die each year due to a lack of clean drinking water. With as little as \$20 dollars a day, however, one person can be supplied with clean drinking water for up to twenty years. The goal of Rock the Cause is to raise \$60,000 in order to provide 20,000 people with clean drinking water for up to ten years.

"Rock the Cause will provide a one-of-a-kind opportunity for everyone from chic fashionistas and socialites, to savvy local entrepreneurs and environmental progressives, to contribute to a worthy cause, all to the backdrop of great live music," says LaVelle Ward, founder of Rock the Cause. "We're thrilled to be able to partner with some of today's most talented acts to help Chicagoans ring in the last leg of summer in a charitable way."

E! News' Giuliana Rancic will be joined by Project Runway's Nick Verreos to welcome celebrity guests as they make their arrivals on Rock the Cause's aquamarine carpet at 6 PM. Doors will open to the public at 7 PM and the music will start shortly thereafter.

**The Lineup:**

7:00 PM - 7:30 PM: DJ Jeffrey Tonneson

7:35 PM - 8:10 PM: Your Villain, My Hero

8:25 PM - 9:00 PM: Covergurl

9:20 PM – 10:00 PM: Bridget Kelly

10:20 PM - 11:30 PM Kevin Rudolf

Additionally, Rock the Cause will offer its discerning anti-festival crowd exclusive VIP lounges and skyboxes, mixologists and swag bags. Sponsors to date include Ketel One, Coyote Gold and KISS-FM.

Admission ranges from \$100 for VIP to \$75 for All-Access, \$45 for General Admission and \$20 for the after-party. VIP packages include personalized artist memorabilia, swag, artist meet and greets, VIP lounge access and exclusive after-party entry. Tickets can be purchased at [www.rockthecausenow.com](http://www.rockthecausenow.com)