



PRESS RELEASE

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Date: July 9, 2006
For Immediate Release

GREENVILLE IS GOING TO BE ROCKED

Event To Raise Funds For The RiverRock Benefit

GREENVILLE (July 9, 2006) – Expressions of Greenville will be hosting the first of several shows for the RiverRock Benefit Series on July 22nd. The doors of Red Rooster Tavern, at 122 East 5th Street, will open at 9PM for the show, consisting of three local bands, that starts at 10PM to raise funding for The Greenville RiverRock Festival, a 10-hour music event with 8 local bands and booths promoting local businesses. The benefit will have a \$5 cover charge and offers a 50/50 raffle drawing. Proceeds from cover and raffle will be used to fund the RiverRock Festival.

The Greenville RiverRock Festival, organized by The Axis of Stevil, a local Creative Consultation Firm, is an attempt to unite Greenville and surrounding communities through its music, art and industry. The event, being held on September 9th, 2006 at the Greenville Toyota Amphitheater on First Street, is a free event and aims to appeal to all walks to life. Since the festival is free to the public, funding is needed to pay for its costs.

Being an alcohol-free event, the goal of this festival is to attract families and people of all ages to discover what Greenville has to offer for no charge. All proceeds from merchandise and sponsorship benefit The Magnolia Arts Center, Greenville's only comprehensive Arts Organization.

For more information, please visit www.riverrockfest.com and email Katlyn Wyllie at kwyllie@riverrockfest.com.

