



*** MEDIA ADVISORY ***

Amedeo's North Hosts Concert to Benefit Local Charity

All proceeds will help children struggling with life-threatening cancers

WHAT: On Wednesday, October 7, popular Italian eatery Amedeo's North is hosting a charity concert to benefit Striving for More, a Triangle-based non-profit organization that encourages and funds quality emotional and spiritual support for children with cancer and their families.

The concert will feature The Magic Pipers, a local North Carolina band that plays classic rock, beach music and everything in between.

Tickets can be purchased for \$20, with 100 percent of proceeds benefiting Striving for More. With each ticket purchase, consumers will receive admission to the concert, two drink tickets and appetizers provided by Amedeo's North.

WHO: The charity concert is open to the general public and is hosted by Amedeo's North and The Share the Wealth Networking group.

WHEN: **Wednesday, October 7, 2009 from 6:30 to 9:30 p.m.**

WHERE: Amedeo's North Italian Restaurant
North Ridge Shopping Center
6006 Falls of Neuse Road
Raleigh, NC 27609
(919) 878-7808

HOW: **Tickets for the concert will be sold at the door for \$20.** For more information or to purchase tickets prior to the event please contact Hannah Corley at hcorley@claritync.com

About Striving For More:

Striving for More is a leader in advocating for strong emotional and spiritual support systems for children with cancer and their families. The Triangle-based nonprofit organization was founded by Diane Moore in 2008 after her nine-year-old daughter, Colleen, lost her battle with cancer. During her daughter's illness, Diane found that psychosocial support services for children with cancer is underfunded, particularly when hospitals are competing for limited resources. Striving for More is dedicated to encouraging and funding quality psychosocial services, so that every child with cancer and their family receives the critical support they need. For more information, please visit www.striving4more.org.

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