

ShamRockin' For A Cure 2012 – The Best Party on the North Side

The quest for a cure continues March 10, 2012, with a party to raise funds for the Cystic Fibrosis Foundation. Eat, Drink, and Cure CF.

ATLANTA , GA - January 9, 2012

Unquestionably the definitive party on the north side, *ShamRockin' for a Cure* is once again ready to rock the stage at Verizon Wireless Amphitheater at Encore Park, March 10, 2012. This year, ShamRockin' aims to raise a whopping \$175,000 in one night, all benefitting the Cystic Fibrosis Foundation.

Building off three successful years, the 2012 ShamRockin' event will sell out at 1200 tickets. For the \$75 ticket price, attendees will be welcomed by 99X morning radio host Axel Lowe, and rocked by our returning 80's cover band featuring lead singer, and winner of ABCs "Karaoke Battle USA", Josh Scholl.

Come enjoy food provided by local Alpharetta restaurants 52 Bistro, Ceviche, SmokeJack, Hudson Grille, Bite, The Coffee Pot and more. Beer, wine, and mixed drinks courtesy of Firefly Sweet Tea Vodka, and Van Gogh premium vodka, as well as soft drinks, are included in the ticket price.

Great hotel deals with the Hilton Garden Inn and Hyatt Place Alpharetta are available to ShamRockin' attendees. Add on a room at either hotel for a great night sleep, breakfast in the morning, and shuttle service to and from the event for just \$65 plus applicable taxes, per room, in addition to the ticket price. Also new for 2012 are special VIP areas for companies or groups wanting reserved space at the event, including VIP only admissions, parking, and bar areas.

Other ShamRockin' sponsors include: Verizon Wireless Amphitheater, Jim Ellis Audi, Free Spades Poker, Heidrick & Struggles, JH Hair Design, Arrow Exterminators, Hilton Garden Inn, and the Alpharetta Convention and Visitors Bureau. There is something for everyone in the silent auction and a live auction, including the ever popular remodeling services of Murphy Custom Builders – back for their third awesome year!

ShamRockin' 2011 raised over \$120,000 for the Cystic Fibrosis Foundation. This year, Chris and Mary Guiney, founders of *ShamRockin' For A Cure* challenged event planners to exceed last year's raise. "2011 saw enormous gains in the treatment of Cystic Fibrosis. This is a disease that we *will* see cured in our lifetimes and every dollar counts." The Guiney's are longtime friends of Pam and Jon Baker of Roswell, the parents of the inspirational Baker Boys - Gavin (12) and Jake (9), both born with CF.

Tickets are available now, online at www.shamrockinforacure.org .

About ShamRockin' For A Cure

Based in Alpharetta, Georgia, *ShamRockin' For A Cure* is a non-profit, volunteer run organization that raises money to find a cure for Cystic Fibrosis. All funds raised by ShamRockin' For A Cure go directly to the Cystic Fibrosis Foundation. Eat, Drink, and Cure CF. For more information and tickets, visit www.shamrockinforacure.org .

About Cystic Fibrosis Foundation

The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation funds more CF research than any other organization and nearly every CF drug available today was made possible because of Foundation support. Based in Bethesda, Md., the Foundation also supports and accredits a national care center network that has been recognized by the National Institutes of Health as a model of care for a chronic disease.

Press Contact:

Lara Dolan

404.514.6533

lara.dolan@comcast.net

The Event

ShamRockin For A Cure is a party with a purpose – to raise funds to help find a cure for the brutal genetic disease, Cystic Fibrosis. In its fourth year, ShamRockin' will again be held on the main stage at the fantastic Verizon Wireless Amphitheater at Encore Park in Alpharetta, Georgia.

Come party on March 10, 2012, beginning at 7:00 PM. Tickets are \$75 per person and include food, beer, wine, cocktails, giveaways, and live 80s cover music". Tickets available now, on the website at: www.shamrockinforcure.org.

Major fundraising components of *ShamRockin' For A Cure* are ticket sales, as well as silent and live auctions during the event.

History

ShamRockin' For A Cure is the brainchild of Chris and Mary Guiney, in honor of the Baker Family of Roswell Georgia. Gavin and Jake Baker, better known as "the Fabulous Baker Boys" were born with Cystic Fibrosis. Parents Jon and Pam are crusaders – along with the families of more than 30,000 other Americans with CF - in the fight to extend the lives of Cystic Fibrosis patients through their tireless work with the Cystic Fibrosis Foundation. The inaugural three years have raised nearly \$200,000 towards a cure for CF.

Major Event Sponsors

Verizon Wireless Amphitheater, Free Spades Poker, JH Hair Designs of Roswell, Heidrick & Struggles, Hilton Garden Inn, Arrow Exterminators, Alpharetta Convention and Visitors Bureau, and Jim Ellis Audi.

Food and Drink

No party is complete without plenty to eat and drink. Food vendors at the event include: 52 Bistro, SmokeJack, Ceviche, Hudson Grille, Bite and The Coffee Pot. Beverage sponsors include: Firefly Sweet Tea Vodka and Van Gogh Vodka.

About Cystic Fibrosis Foundation

The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation funds more CF research than any other organization and nearly every CF drug available today was made possible because of Foundation support. Based in Bethesda, Md., the Foundation also supports and accredits a national care center network that has been recognized by the National Institutes of Health as a model of care for a chronic disease.

TOP TEN REASONS TO BE SHAMROCKIN':

10. Just \$75/person includes all you can eat, drink and a night of dancing and partying for a great cause!
9. Cystic Fibrosis is a devastating genetic disease and we have the POWER to see a cure in our lifetimes... every dollar counts and ShamRockin' will raise a lot of dollars.
8. The chance to be ON THE STAGE of the fabulous Verizon Amphitheater – and you don't even need to be able to sing.
7. The Cystic Fibrosis Foundation produces phenomenal research that results in new treatments improving the length and quality of the lives of people with CF.
6. You will have a really cool answer to the question: "What are you doing this weekend?"
5. It is a fundraiser... but you don't have to run a 5k, rent a tux, or buy a formal gown.
4. Those vodka shots are for a great cause – and you can get home safely via hotel shuttle or SafeRide can take you and your car home.
3. You will have a place to wear that obnoxious green shirt.
2. Dollars equal research and research equals years to CF kids, young adults and their families.
1. Be A Hero ... Make it Date Night.