TILT MARKETING

News Release

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Rock&Roll – 100 Wheels Fundraising Concert to be Held January 28, 2012 to Purchase Wheelchairs for Disabled American Veterans

Eighteen bands are performing at a special fundraising event to raise money to purchase 100 Wheels (25 wheelchairs) for the Southeastern Chapter of Paralyzed Veterans of America.

Atlanta, GA - Rock&Roll – 100 Wheels is a benefit concert to raise money to buy 100 wheels (25 wheelchairs) for disabled American Veterans. The concert will be held on Saturday, January 28, 2012 at Old Crow Tavern located at 8540 Roswell Road in Sandy Springs, GA. Eighteen bands have volunteered to perform at the event which will include special guests and great performances to support a worthy cause. Bands will begin playing at noon on Saturday, January 28, and the fun will continue to roll until 1:00 am on Sunday, January 29.

The event is being sponsored by 100 Wheels, a non-profit organization dedicated to providing mobility to disabled American Veterans, 25 wheelchairs (100 wheels) at a time. 100 Wheels has partnered with the Southeastern Chapter of the Paralyzed Veterans of America to donate proceeds from their first benefit show. The association was created by Doug Hartley, Lead Vocalist of RATL, an Atlanta-based rock band.

"We will put 100 wheels on the ground, and we intend for the organization to grow and keep rolling," said Doug Hartley, the founder of 100 Wheels and lead singer for RATL. "Our inspiration for 100 Wheels came from our devotion to the servicemen and servicewomen who make personal sacrifices for our freedom each and every day. Some of them have given up their ability to walk, so that we may stroll in the park as free citizens. We are grateful for the opportunity to show our appreciation to those who serve and to let them know that they will not be forgotten."

About 100 Wheels:

100 Wheels is a non-profit organization dedicated to providing mobility to disabled American Veterans, 25 wheelchairs at a time (100 wheels). The organization was founded on Veteran's Day - 11/11/11. The organization operates with donated time and energies, and all proceeds will be used to purchase wheelchairs for disabled veterans. The Executive Director for 100 Wheels is Carolyn Davies.

100 Wheels has applied for 501(c)3 status, and tax-deductible donations may be mailed to: 100 Wheels, P.O. Box 13686, Atlanta, GA 30324. For more information, please visit http://www.100wheels.org.

About the Rock&Roll - 100 Wheels Event:

The Rock&Roll – 100 Wheels benefit show will be held on Saturday, January 28, 2012 at the Old Crow Tavern in Sandy Springs, GA. The music will start at noon on Saturday and roll until 1:00 am on Sunday, January 29. The American Music Channel will be present at the show, and they will be broadcasting portions of the show throughout the day.

Eighteen bands have volunteered their talent to perform at the benefit concert, including:

- Waiting for Joe (Camp Jam Band)
- The Scrambled Dregs
- Aviva and the Flying Penguins
- Laura Monk and High Cotton
- Vintage Boogie Band
- Peach Fuzz w/Green Bracelet
- Holy Ghost Blues Revival
- Reese Boyd Project
- Backwash Brothers
- Distant Cousins
- Stovall
- RATL
- Gypsy Union
- The High Beams
- Offbeat Hooligans
- Open Road
- Housebroken
- The Summer Creeps

For more information, please visit http://www.100Wheels.org.