



MEDIA ALERT

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**2nd Annual *Think Pink Rocks* to benefit Breast Cancer Research
*AKON to Headline: Terrence & Rosci of 106 & Park to Host***

WHAT: Breast cancer charity concert event featuring recording artists from SRC Records/Universal, including AKON, Melanie Fiona, Shontelle and American Yard. The concert will be hosted by Terrence & Rosci of BET's "106 & Park."

Proceeds will benefit: Memorial Sloane Kettering Cancer Center/NY, BRCH Women's Center for Breast Care, The American Cancer Society/Making Strides Against Breast Cancer, Susan G. Komen Foundation, Reach Global/Jacob International, The Florida Breast Cancer Coalition, and Project Hope.

WHEN: 7:00 - 11:00 p.m. EST, Saturday, October 3, 2009

WHERE: Count de Hoernle Amphitheater at the Centre for the Arts at Mizner Park, Boca Raton, FL

TICKETS: Tickets are \$30 with proceeds going to above named charities. The Capacity is 4,400. Tickets can be purchased at www.thinkpinkrocks.com

BACKGROUND: In 2004, at age 36, Stephanie Robin, a Boca Raton mother of two small children, was diagnosed with stage II breast cancer. She tested positive for the Breast Cancer Gene (BRCA) and underwent a double mastectomy with reconstruction, a total hysterectomy and months of chemotherapy. The cancer returned to her lungs and is stage IV; she is receiving monthly treatment at Memorial Sloan- Kettering and the tumors have decreased in size by 90%. She and her friends Elizabeth Weprin, Kathy Fleishman and Amy Seidman, working with Steve Rifkind and SRC Records/Universal, have organized Think Pink Rocks to raise awareness of breast cancer prevention and treatment and raise funds for research.