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Rock Pink Bowl-a-Rama Breaks Own Record for Central Florida Fundraiser

Breast Cancer Philanthropy Nearly Doubles 2010 Event Gross Earnings

ORLANDO, FL (July 12, 2011)—[Rock Pink](#)[®], a 501(c)(3) charitable organization whose mission is to raise breast health awareness and support local breast cancer charities, has set a new record for the largest gross amount of money raised at a Rock Pink event in the organization's history. Over 600 bowlers and bowling enthusiasts attended the local event to further support Rock Pink's mission. The funds raised from the annual Bowl-a-Rama totaled over \$60,000.

As part of the fundraising initiatives, a local celebrity was paired with each bowling team. "With a diverse cast of celebrities ranging from local radio and television to news anchors and athletes, we feel the Central Florida community got slapped in the face with our grass roots initiative to bring humanity back to the lives of breast cancer survivors," said Mark Hollamon, Rock Pink President.

Members of the professional wrestling world in attendance included Marc Mero and Dale "The Demon" Torborg. "It was a great opportunity to see people from the industry that I haven't seen in years," remarked Torborg.

Basketball players including Tree Rollins—who also served on the Celebrity Acquisition Committee—as well as TV news personalities such as Martha Sugaliski also joined in the festivities. Clear Channel radio personalities Johnny Magic, Mel Taylor, Crash, SBK, Angel, Jim Philips and the Phile crew, and the hosts of the event, the Monsters in the Morning, led by Russ Rollins, rounded out a large celebrity showing. The Rock Pink crew, led by Hollamon, reported that contributing event sponsors had a large impact on gross earnings as well. "We had overwhelming support from our partners this year," added Rock Pink Vice President Angie Carloss. "Their contributions are what put this event over the top." Event partners included Clear Channel Communications' [Monster Militia](#), [Boardwalk Bowl Entertainment Center](#), [Carl Black of Orlando](#), [Bud Light](#), City Beverages, [Power Trip Energy Drink](#), [JeepersDen & Truck Accessories](#), and [TNA Wrestling](#) on Spike.

Beyond the fundraising initiatives, Rock Pink's over-arching goal was to deliver an unforgettable message to the Central Florida community. Debora Bailey was chosen as the guest of honor after her daughter, Heather Roper—a long-time Rock Pink supporter who was originally chosen to speak at the

event--lost her battle with a rarer form of breast cancer in early June. Though Deborah is fighting her own battle with breast cancer, her prognosis is for a full recovery.

“This was one of the hardest things I have ever done in my life,” said Hollamon. “We try to keep this event very upbeat and here is a story that really hits home. Heather was a volunteer for us on an event or two and was looking forward to participating more. It was a story of tragedy, but having Deborah as our guest both honored her daughter and showed a positive side that, when detected in its early stages, this disease can be beaten.”

While the organization’s event platform is to host local gatherings “where music and humanity meet,” the annual Bowl-a-Rama is a signature non-music event for the Rock Pink team. Anyone interested in volunteering for these or other future engagements is encouraged to send an email to volunteer@rockpink.com.

About Rock Pink

Rock Pink is a 501(c)(3) charitable organization that is on a mission to bring music and humanity together center stage while raising breast health awareness and supporting local breast cancer programs. Organizations like Libby’s Legacy, the Young Survival Coalition, and Florida Hospital’s Eden Spa are among those who have received financial and volunteer support from Rock Pink. Rock Pink has reached out to hundreds of thousands of Central Floridians, spreading the message “Get to Know Your Breasts” through musical events, social gatherings and partnerships with local organizations and media. Rock Pink is a volunteer organization; no salaries or benefits are received by any member of the Board or volunteers. For more info: RockPink.com.

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