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## **“ROAR FOR A CURE” CARNIVAL IS A TOTALLY AWESOME FAMILY EVENT THAT BENEFITS PEDIATRIC CANCER RESEARCH**

***Family-Fun Day Features Celebrity Guests, Unlimited Food, Gifts, Radio Disney and Live Performances by Pop Music Sensations***

**EAST HAMPTON, N.Y.** – The Max Cure Foundation – a non-profit organization whose mission is to fund pediatric cancer causes – is hosting its second annual charity benefit, the “Roar For A Cure” Carnival on Saturday, August 21, from 2:00 p.m. to 6:00 p.m. (rain date: Sunday, August 22) on the grounds of the East Hampton Indoor Tennis Club, 175 Daniels Hole Road, here.

The outdoor event will have fun-filled activities for adults and kids of all ages. Highlights include games, inflatables, prizes, food and beverages, raffles, auctions, face painting, caricature and balloon artists, gift bags, **Radio Disney**, celebrity guests and live performances by:

- **Anna Maria Perez de Tagle**, star of “Camp Rock,” “FAME,” and “Hannah Montana,” and opening act for the Jonas Brothers. Anna Maria also will be taking photos with a limited number of fans at a fun Camp Rock staging area.
- **Burnham**, Island Def Jam’s new young pop trio
- **Stephen Jerzak**, whose new lead-off single, “She Said,” features “Gossip Girl” star Leighton Meester
- **Six Volt**, the young, fresh, talented band who just released their first single, “Mind On Me”

Proceeds from the event will benefit:

- **The Max Cure Fund For Pediatric Cancer Research at Memorial Sloan-Kettering Cancer Center (MSKCC)**, dedicated to researching pediatric cancers, improving treatments and finding cures that will save children's lives
- **Katy's Courage Fund**, which financially assists in the care of 11-year-old Katy Stewart from Sag Harbor, N.Y., as she and her family battle her rare form of liver cancer.
- **Dr. Oren Becher's Pediatric Brain Tumor Research Fund at MSKCC** in memory of Lily Taubin who died at the age of five from a lethal brain tumor in 2009.

"Last year's 'Roar For A Cure' Carnival was a phenomenal success due to the outpour of support we received from the entire East End community," said David Plotkin, chairman of The Max Cure Foundation. "This year's event – with its vast array of activities, top-notch entertainment and unlimited food – will again be a fun-filled and memorable experience for kids and their families."

The "Roar for a Cure" Carnival continues to bring together the efforts of two New York-area families valiantly fighting pediatric cancer, the Plotkins and the Stewarts. Seven-year-old Max Plotkin, from Manhattan and Amagansett, is the inspiration behind both The Max Cure Foundation and the "Roar For A Cure" Carnival. Diagnosed with an extremely rare form of B-cell Lymphoma three years ago, Max continues to hold his cancer at bay with strength beyond his years.

Katy Stewart learned last year that she had Hepatoblastoma, a rare and potentially lethal form of liver cancer, and bravely continues to receive treatment. Both Katy and Max receive care at MSKCC.

"In providing funds for research on rare pediatric cancers at Memorial Sloan-Kettering Cancer Center, the Max Cure Foundation's "Roar For A Cure" Carnival addresses an urgent need even as it affirms a basic truth: that every child with cancer deserves the very best chance at a cure, said Richard Naum, vice president, Development, Memorial Sloan-Kettering Cancer Center. "On behalf of the gifted researchers whose work is sustained by the Foundation's support – and the young patients and their families who have new reason to hope, we offer the Max Cure Foundation our most heartfelt thanks."

A “Family Package” admits a family of four for \$200; adult tickets are \$100 each. The admission price includes unlimited food and drinks, all carnival activities, the concert and parking. A significant portion of the ticket price and event contributions will be tax deductible. Additional information about the event and on-line ticket purchase is available at The Max Cure Foundation website ([www.maxcurefoundation.org](http://www.maxcurefoundation.org)), or call 201-321-3010.

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NOTE TO EDITORS: Media coverage is welcome. Contact Wendy Hirschhorn, 212-826-8790 or [wendyhi@nyc.rr.com](mailto:wendyhi@nyc.rr.com).

Photos of last year’s event are available at:  
[http://norcix.com/clients/max\\_cure/1stannual/index.html](http://norcix.com/clients/max_cure/1stannual/index.html)

#### **ABOUT THE MAX CURE FOUNDATION FOR PEDIATRIC CANCER CAUSES**

Formed in December 2008, The Max Cure Foundation is a registered 501(c)(3) nonprofit corporation focused on conventional and innovative fundraising with a clear and focused mission to advance a cure for pediatric cancer and finding effective treatments for children with cancer through:

- Raising funds for innovative research to improve treatments and quality of life during and post treatment
- Building public awareness of the fight to cure pediatric cancer
- Inspiring hope and courage in children with cancer, their families and communities

The Foundation was established by the Plotkin family in honor of Maxwell Grant Plotkin, who, in May 2007 at age four, was diagnosed with an extremely rare form of B-cell Lymphoma and continues to bravely fight his disease and inspire others to rise above adversity.

The Foundation’s initial goal is to raise \$5 million for the creation of a first of its kind Cell Therapy Laboratory at Memorial Sloan-Kettering Cancer Center (MSKCC).

- \$775,000 has been raised to date
- \$520,000 has been contributed to the Max Cure Fund at MSKCC, formed by the Plotkin family in June 2007, whose funds are earmarked for the underwriting of the innovative research laboratory
- \$109,000 has been contributed to other pediatric cancer causes

For more information about The Max Cure Foundation, visit [www.maxcure.org](http://www.maxcure.org).

#### **ABOUT MEMORIAL SLOAN-KETTERING CANCER CENTER**

Memorial Sloan-Kettering Cancer Center is the world’s oldest and largest private institution devoted to prevention, patient care, research and education in cancer. Its scientists and clinicians generate innovative approaches to better understand, diagnose and treat cancer. Its specialists are leaders in biomedical research and in translating the latest research to advance the standard of cancer care worldwide. For more information, go to [www.mskcc.org](http://www.mskcc.org).

#### **ABOUT KATY’S COURAGE FUND**

Katy Stewart is 11 years old and lives with her family in Sag Harbor, N.Y. She is the daughter of two Eastern Long Island educators – Jim, a teacher and coach at East Hampton High School; and Brigid, assistant principal at Montauk Public School. Their lives were forever changed on the night of April 3, 2009, when Katy awoke at a slumber party with excruciating stomach pains.

She was raced to the emergency room at Southampton Hospital. By late morning, she and her family were on their way to Stony Brook Hospital where she had a CAT scan. The scan revealed a tumor on her liver. Biopsy results were reported one week later – the tumor was malignant. She had Hepatoblastoma, a rare liver cancer. Katy is currently undergoing treatment at Memorial Sloan-Kettering Cancer Center in New York City, where she is courageously fighting her cancer. The mission of Katy's Courage Fund is to assist the Stewart family with their financial needs while caring for Katy as the family and Katy jointly battle this potentially lethal disease.

#### **ABOUT DR. OREN BECHER'S PEDIATRIC BRAIN TUMOR RESEARCH FUND**

Dr. Oren Becher is a pediatric oncologist who specializes in the treatment of children with brain tumors at Memorial Sloan-Kettering Cancer Center. His research is focused on finding effective and less toxic treatments for these children. One particular brain tumor which he studies is brainstem glioma, a rare brain tumor that develops primarily in children and is currently incurable. One great obstacle for progress has been the lack of a suitable animal model. Dr. Becher's team has recently developed one such mouse model for brainstem glioma and they will continue to develop mouse models for other types of brain tumors, all of which can be used for the screening of novel drugs or combinations, to finally find a cure for afflicted children.

#### **ABOUT ANNA MARIA PEREZ DE TAGLE**

Anna Maria's a fresh face in the television and film industry. She is most widely known from her role in a feature film FAME, and her roles in TV films such as CAMP ROCK, CAMP ROCK 2, The Final Jam coming in August, and Disney's hit TV show, HANNAH MONTANA. This December, she was in Demi Lovato's music video for "Remember December" and is the new face of ELLE Girl for 2010. She just released a single on the new Disneymania 7 album, "Part of Your World Remix." She is most excited about being on Tour with the Jonas Brothers and Demi Lovato as one of the Camp Rock 2 friends!

#### **ABOUT BURNHAM**

**Burnham** – brothers Alex (age 18, guitar), Andre (16, bass and keyboards), and Forrest (14, on lead vocals) have been performing together for seven years. Personally signed to Island Def Jam by Antonio 'L.A.' Reid, Chairman, Island Def Jam Music Group, the Vermont-based trio is the newest addition to the Island Def Jam Music Group's **Teen Island** roster. **Teen Island** is spearheaded by **Justin Bieber**, and includes **Kristinia DeBarge** ("Goodbye"), **Jessica Jarrell** ("Almost Love"), **Aaron Fresh** ("Spending All My Time"), **Khalil** ("Girlfriend"), and **School Gyrllz** ("Something Like A Party"). "**Catch Me If You Can**," which impacts at pop radio formats on June 28th, is the first single from Burnham's debut album, due for release in the fall.

#### **ABOUT STEPHEN JERZAK**

Stephen Jerzak is an 18-year-old singer from La Crosse, Wisconsin who has exploded in popularity online over the last two years, selling over 150,000 singles on iTunes independently and touring the country several times before signing to Universal/Republic Records in early 2010. Stephen's lead-off single "She Said" features "Gossip Girl" star Leighton Meester and will be released digitally on July 13th with a Top 40 radio campaign following immediately after.

#### **ABOUT SIX VOLT**

Six Volt, the young, fresh, and incredibly talented band from New Jersey, is currently on their 22-date summer tour! Formed by Granger Whitelaw, Jr. of Red Bank and Joe Cilento of Ocean last year, the band's fresh sound and talent has earned them high esteem in the tri-state area, and their audience is quickly expanding. Six Volt will be donating 5% of all income to the After-School All-Stars, a nonprofit started by Governor Arnold Schwarzenegger and represented by

celebrity ambassador, Kobe Bryant, which provides free comprehensive after-school programs to nearly 80,000 children in over 450 schools, in 13 different cities including Oahu, Hawaii. Six Volt is currently finishing up the final touches on their LP due early fall! For more information, please visit [www.sixvoltband.com](http://www.sixvoltband.com).