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Press Release

There Are 1,000 Ways to Have Fun at "Roar for a Cure" Carnival and Benefit Pediatric Cancer Research

08.11.10, 08:30 AM EDT



BusinessWire - 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 two acres of fun-filled activities for adults and kids of all ages. Highlights include games, inflatables, miniature golf, a rock wall, prizes, a bountiful gourmet-style picnic, raffles, auctions, face painting, caricature and balloon artists, gift bags, Radio Disney, celebrity guests, sports stars 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.

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-- 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 rising band from New Jersey currently on tour with Cody Simpson and celebrating their new EP "Teenage Anthem" out October 12

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Special guests include Christie Brinkley, Mario Cantone (Sex and the City), and Bryan Batt (Mad Men).

On hand for signing autographs and photo ops will be: John Starks, former New York Knicks shooting guard who was at the center of "The Dunk," one of the most famous plays in Knicks' history; Ottis Jerome "O.J." Anderson, former running back for the St. Louis Cardinals and New York Giants, NFL Offensive Rookie of the Year and MVP of Super Bowl XXV; and Vyto Kab, former tight end for the Philadelphia Eagles, New York Giants and Detroit Lions.

Proceeds from the event will benefit:

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-- 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 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 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 raised more than \$350,000," said David Plotkin, chairman of The Max Cure Foundation. "We expect to set a new record as this year's event has even more activities and non-stop entertainment."

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 continue to be monitored at MSKCC.

"We have the good fortune of living in a community that has reached out to us to help us shepherd Katy through all of this," said Brigid and Jim Stewart, Katy's parents. "Not a day goes by that someone doesn't offer a kind word or thought on Katy's behalf. Particularly and with unbelievable generosity, the Plotkin family has reached out to the Stewart family. They understand what it is to experience the heartfelt wish that we could take away what our child or grandchild is facing, and take it all on for them. But we do not have that luxury or choice. And so with grateful and thankful hearts, we humbly acknowledge our deep appreciation for the love and support we have received through the Max Cure Foundation and Roar for Cure Carnival. It has



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enabled us to get Katy all the care that she has needed along the way, and continues to need."

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. Additional information about the event and on-line ticket purchase is available at The Max Cure Foundation website (www.maxcure.org), or call 201-321-3010.

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

Photos of last year's event are available at:

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 through the first half of 2010
- \$520,000 has been contributed to the Max Cure Fund at MSKCC, formed by the Plotkin family in June 2007, whose

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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.

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.

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 courageously fighting her cancer and is being monitored at MSKCC where she had received treatment. 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 Duke University

Medical 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. Prior to joining Duke, Dr. Becher conducted research at Memorial-Sloan Kettering Cancer Center. While there, he and his team developed a mouse model for brainstem glioma. Dr. Becher 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 Gyrlz ("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.

SOURCE: Max Cure Foundation

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