



Bicol Clinic Foundation  
951 NW 13<sup>th</sup> Street  
Boca Raton, Florida  
Sept 1, 2011

FOR IMMEDIATE  
RELEASE  
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#### PRESS RELEASE

### Rock'n The Hard Place

**Benefit Concert Grows; Kansas and Ambrosia Reunite after almost 4 decades on overflowing stage-**



Back by popular demand- After huge success with our first benefit concert event, hosted by the late great Clarence Clemons and Temple of Soul- We are proud to announce our next benefit concert event on Dec 9<sup>th</sup> 2011 headlined by two of Rock's greatest chart topping bands, Kansas and Ambrosia. This All-Star event is taking place at the Beautiful Mizner Park Amphitheatre, in Boca Raton- Kansas and Ambrosia reuniting for the first time in almost 4 decades along with some of music's greatest national artists, is expected to sell out quickly-

Kansas and Ambrosia, joined by other national and international artists are coming together for one night only to host and headline a benefit concert on Friday, December 9 at the Mizner Park Amphitheater in Boca Raton from 6 p.m. to 11 p.m. The concert, presented by SeaSide Music and Technical Productions, is called "Rock'n The Hard Place 11," our second concert event to benefit the Bicol Clinic Foundation, a non-profit medical relief organization based in Boca Raton.

Kim Reilly and Ray Durso, owners of Seaside Music Mgmt and Technical Productions of Boca Raton, have been floored at the response of the number of musicians who have wanted to contribute; they finally had to put a cap on the number of artists who could appear because of the full lineup. “I spoke with artists from all over the world who wanted to participate in this event. I wish we could have accommodated all of them, but quite honestly that would have entailed a two-day festival. We just couldn’t do it,” said Reilly.

Dr. Mitchell Schuster, the driving force and founder of the Foundation, says that the concert is meant as a way to raise awareness and funds for the Clinic’s latest initiatives. Burleigh Drummond of Ambrosia, who participated in February’s event and Phil Ehart of Kansas are excited to be a part of this cause. Dr. Schuster says that he is grateful for the willingness of these artists to put their time and effort into helping out the Bicol Clinic Foundation’s goals. In addition to Kansas and Ambrosia, the evening’s event includes a very special line-up of surprise top-charted Billboard artists who will also be playing.

Dr. Schuster and his family, along with an ardent group of supporters, founded the Bicol Clinic Foundation five years ago. Bicol is working to raise funds in order to bring first world medical practices to third world countries. They have already traveled to numerous regions throughout the world, bringing medical relief to villages and rural areas that have no access to medical care. The Bicol Clinic Foundation is partnered with several medical schools across the nation to help train medical students and residents in this type of care, bringing groups of doctors, nurses, and other volunteers to areas around the world. Bicol also has a Disaster Response Team. They are now working to raise funds in order to get a team together to help tuberculosis that has already killed over a thousand and gravely sickened tens of thousands more, using a specially outfitted van to travel from region to region, dispensing medication and help to those who need it.

One of the BCF’s main goals, is to help people in need worldwide- The nation’s health care is run on a cash system, and the rate of death from diseases that we consider easily treatable is “astronomically high, especially from tuberculosis,” says Schuster. Dr. Schuster and the Bicol Clinic Foundation have high hopes that this second benefit concert on December 9<sup>th</sup> will be the start of a year that brings the clinic to a new level of service. One of the Foundation’s main missions is to “partner with the people of South Florida to bring hope and help to people throughout the world,” says Josh Schuster, Dr. Schuster’s son and CEO of the Foundation. He also says that charity work doesn’t have to be dull. That’s why they’ve organized these concert events, along with the direction of SeaSide Music Management and Technical Productions. “It’s a great opportunity for South Florida residents to participate and learn some great methods of giving back to the world.” Along with the cost of admission, there will be opportunity for people to make donations, buy tee shirts or other merchandise, and enjoy a great evening of music under the stars, food, and drink. Donations may also be made directly to the Bicol Clinic Foundation at [Bicolclinic.org](http://Bicolclinic.org).

KANSAS, from Topeka and was discovered by Wally Gold who worked for Don Kirshner and released their first album in 1974.

The band has produced eight gold albums, three sextuple-Platinum albums (Leftoverture, Point of Know Return, Best of), one platinum live album (Two for the Show) and a million-selling gold single, "Dust in the Wind." KANSAS appeared on the Billboard charts for over 200 weeks throughout the 70's and 80's and played to sold-out arenas and stadiums throughout North America, Europe and Japan. In fact, "Carry On Wayward Son" was the #2 most Played Track on classic rock radio in 1995 and went to #1 in 1997-

Original member and drumming master, Phil Ehart said, "We always have our eyes on the horizon. We are always looking for new ways to capture the essence of our music and of our performance~ and so they continue to do so!

AMBROSIA, one of the longest-lived bands still touring, whose hits include "How Much I Feel," "You're the Only Woman" and "Biggest Part of Me." Throughout most of the 70's Ambrosia was a progressive rock band. In 1976, Ambrosia remade the Beatle's song "Magical Mystery Tour" for a movie called "All This And World War II".

Ambrosia's biggest pop breakthrough came in 1978 with the hit "How Much I Feel." The band followed this success in 1980 with another hit, "Biggest Part of Me," and yet another hit "You're the Only Woman."

The fourth album from Ambrosia, One Eighty, was released in 1980, and changed direction from progressive rock to mainstream pop music. This album earned the band three Grammy nominations, including Best Pop Vocal Group.

Joining our All-Star cast of musicians will be The Paul D'Adamo Band, featuring members of Elton John, Genesis and The Phil Collins Band~ Producer/Musical Director- Brad Cole Drummer- Charlie Morgan Bassist- Duane Stuermer and World Renowned Guitarist- Chris Remy~

In addition to this spectacular "one night only" event, also appearing will be "World Known" Guest Artists taking the stage, as well as, Boca's Own Michele Moretti of (The Edge) doing a very Special Sax Solo in honor of our very dear friend- Clarence Clemons

The concert is on Friday, **December 9, 2011** at Mizner Park Amphitheater in Boca Raton, beginning at 6 p.m. Admission to the concert is \$25 for general admission, \$35 for special seating and \$75 for VIP seating including a "meet and greet" with selected artists; donations are also being accepted throughout the evening. There will also be a greatly anticipated silent auction of band memorabilia and merchandise, along with raffle prize drawings throughout the evening. Donations can also be made at [Bicolclinic.org](http://Bicolclinic.org).

## In Honor of our Beloved Friend Clarence Clemons





“Try to be charitable every day of your life—even on the headache days, the PMS days and the flu-like days. Charity becomes a way of life.”

## Mitchell Schuster

### INTERNATIONAL HEALTH PROVIDER

**Utter Devastation:** “The stench of death was everywhere,” recalls Dr. Mitchell Schuster, one of the first doctors in Haiti after a 7.0-magnitude earthquake devastated that country last January. “There were bodies in the street. People we saw were alive but lifeless: sitting, staring, in shock, still covered in dust and debris.”

Schuster, who has a private practice in Boca Raton, negotiated his way into Port au Prince with a small team of volunteers to aid the wounded at an area hospital. “There were hundreds of people scattered about, blood and fluids all over the floor,” he says. “We had no IVs, water, pain medicine, food or medical supplies—and no electricity.”

They did what they could. The doctor would return again to help assuage the pain and chaos.

**The Good Fight:** Those trips weren’t the first time Schuster volunteered his medical expertise to help the less fortunate in a foreign locale. Long interested in tropical medicine, Schuster attended medical school in

the Philippines, where he also met his wife, Tess. She hails from the Bicol region, which Schuster describes as “poor but beautiful” and “a good staging area to fulfill my dreams and help a few people along the way.”

He has since been devoted to the fight against tuberculosis, prevalent in the region and the leading cause of death worldwide. Schuster has established the Bicol Clinic Foundation to fund his efforts and has opened a thatched-roof clinic that sees about 2,000 patients a month. Plans are in the works for a permanent medical facility that will serve the local population and provide a center for American medical students to study tropical medicine.

“Sometimes students become cynical, depressed and lose direction,” Schuster says. “Here, where they’re able to give of their heart, they become better people and better doctors.”

**Global Citizen:** When it comes to giving back, the father of four and Fort Lauderdale resident takes the long view: “I think that human beings are citizens of this planet,” he says. “We’re borrowing our time here, our air, our food. It’s our duty to the universe in which we live to help one another.”



VISIT  
BICOLCLINIC.ORG



## **ROCK'N THE HARD PLACE**

**Benefit Concert Event at Mizner Park Amphitheater – December 9, 2011  
Reuniting Kansas and Ambrosia- after 4 decades- for one night only**

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### **\$10,000 Platinum Sponsorship**

**Sponsor business name or logo prominently displayed in advertisements including:**

- **Concert Ads in all media**
- **Location ads in all Media**
- **Thank You ads in all Media**
- **Included in all advertising**
- **Main stage signage and banner for event**
- **Live on-stage public address system mentions on event day**
- **Festival booth space available**
- **15 Commemorative VIP Passes for event, for reserved seating and meet and greet party with Dr. Schuster and selected artists following the concert**
- **Admission for employees or clients in reserved seating, with commemorative pass [up to 30]**
- **Business name and logo on all printed material - tickets, flyers, posters**
- **Business name mentioned on all television/radio promotional spots**
- **Your business name or logo on all event T-shirts**
- **Inclusion in all press releases**
- **Inclusion in all web site announcements and emails**



## **ROCK'N THE HARD PLACE**

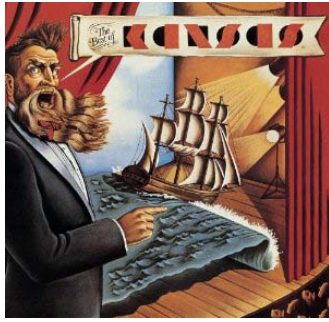
**Benefit Concert Event at Mizner Park Amphitheater – February 19, 2011  
Reuniting Kansas and Ambrosia- after 4 decades- for one night only**

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**\$5,000.00 Gold Sponsorship**

**Sponsor business name or logo prominently displayed in advertisements including:**

- **Concert Ads in all media**
- **Thank You ads in all Media**
- **Included in all advertising**
- **Main stage signage for event**
- **Live on-stage public address system mentions on event day**
- **Festival booth space available**
- **10 Commemorative VIP Passes for event, for reserved seating and meet and greet after party with Dr. Schuster and selected artists following the concert**
- **Admission for employees or clients in reserved seating, with commemorative pass [up to 15]**
- **Business name and logo on all printed material - tickets, flyers, posters**
- **Inclusion in all press releases**
- **Inclusion in all web site announcements and emails**



## **ROCK'N THE HARD PLACE**

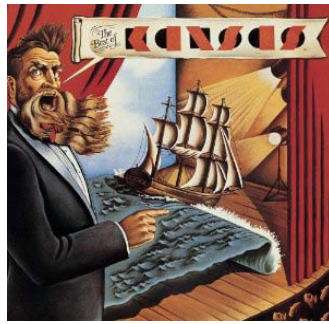
**Benefit Concert Event at Mizner Park Amphitheater – February 19, 2011  
Reuniting Kansas and Ambrosia- after 4 decades- for one night only**

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**\$2,500 Silver Sponsorship**

**Sponsor business name or logo prominently displayed in advertisements including:**

- **Concert ads in all Media**
- **Thank You ads in all Media**
- **Live on-stage public address system mentions on event day**
- **8 Commemorative VIP Passes for event, for reserved seating and meet and greet after party with Dr. Schuster and selected artists following the concert**
- **Admission for employees or clients in reserved seating, with commemorative pass [up to 5]**
- **Festival booth space available**
- **Inclusion in all public service announcements and press releases**
- **Inclusion in all web site announcements and emails**
- **Business name and logo on all printed material- Tickets, flyers, posters**



## **ROCK'N THE HARD PLACE**

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### **\$1,500 Bronze Sponsorship**

**Sponsor business name or logo prominently displayed in advertisements including:**

- **Live on-stage public address system mentions on event day**
- **4 Commemorative VIP Passes for event, for reserved seating and meet and greet after party with Dr. Schuster and selected artists following the concert**
- **Festival booth space (if available)**
- **Inclusion in all web site announcements and emails**
- **Business name and logo on all printed materials - Tickets, flyers, posters**



**Sponsorship Agreement with The Bicol Clinic Foundation**

**Type of event: Concert ~ Rock'n the Hard Place 2**

**Date: Dec 9<sup>th</sup> 2011**

**Place: Mizner Park Amphitheatre, Boca Raton 6PM-11PM**

**Company Name** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Title** \_\_\_\_\_

**Contact Email** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Website** \_\_\_\_\_

**Authorized Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**We agree to provide the following sponsorship for the above event:**

**Type:** \_\_\_\_\_

**Amount:** \_\_\_\_\_

**Please make check payable to: The Bicol Clinic Foundation, Inc.**

**An e-mail receipt will be issued following receipt of payment.**

**You will be contacted regarding event table space and logo information for event marketing and literature.**

**Thank you from the Bicol Clinic Foundation.**

**Make Checks payable to: The Bicol Clinic Foundation, Inc.**

MEDIA PRESS RELEASE

FOR IMMEDIATE RELEASE:

Sept 1, 2011

Contact: Kim Reilly

561-350-3867

[SeaSideMusicMgMt@aol.com](mailto:SeaSideMusicMgMt@aol.com)

## **Benefit Concert, ROCK'N THE HARD PLACE Continues To Grow**

### **Classic Bands, Kansas and Ambrosia, to reunite on one stage after four decades**

BOCA RATON, FL – September 1, 2011 – In response to the success of a first benefit concert in Feb, 2011 hosted by the late great Clarence Clemons and Temple of Soul, Seaside Music Mgmt and Technical Productions is proud to announce an upcoming benefit concert event on Dec 9<sup>th</sup> 2011. Headlined by two of Rock's greatest chart topping bands, Kansas and Ambrosia, the All-Star "Rockin' The Hard Place 11" event, will reunite the two bands on the same stage for the first time in four decades. Other top national bands will also be performing at the beautiful Mizner Park Amphitheatre in Boca Raton. The event will benefit the Bicol Clinic Foundation, which provides medical care and aid to developing countries all over the world, in honor of Clarence Clemons.

Due to popularity of the upcoming event, Kim Reilly and Ray Durso, owners of Seaside Music Mgmt and Technical Productions (Boca Raton), have been inundated by an overwhelming response of musicians who wish to contribute their talents. They finally had to put a cap on the number of artists who could appear due to a completely full lineup. "I've spoken with artists from all over the world who wanted to participate in this event, but we could not have accommodated all of them. Quite honestly, that would have entailed a two-day festival...we just couldn't do it" said Reilly.

KANSAS, has produced eight gold albums, three sextuple-Platinum albums, one platinum live album, and a million-selling gold single, "Dust in the Wind." Their hit, "Carry On Wayward Son" has been a staple on Classic Rock radio playlists for decades. Original member and drumming master, Phil Ehart said, "We always have our eyes on the horizon. We are always looking for new ways to capture the essence of our music and of our performance."

AMBROSIA's hits include, "How Much I Feel," "You're the Only Woman" and "Biggest Part of Me." Their fourth album "One Eighty", was released in 1980, and earned the band three Grammy nominations, including Best Pop Vocal Group.

Joining our All-Star cast of musicians will be The Paul D'Adamo Band, featuring members of Elton John, Genesis and The Phil Collins Band~ Producer/Musical Director- Brad Cole Drummer- Charlie Morgan Bassist- Duane Stuermer and World Renowned Guitarist- Chris Remy~

Also taking the stage will be world known chart topping artists and guests~

"Rockin' The Hard Place 11" will be held Friday, December 9 at Mizner Park Amphitheater in Boca Raton, beginning at 6 p.m. Tickets are \$25, \$35 and \$75 for VIP seats and a "meet and greet" with all artists.

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Bicol Clinic Foundation- Dr. Schuster and his family, along with an ardent group of supporters, founded the Bicol Clinic Foundation five years ago. Bicol is working to raise funds in order to bring first world medical practices to people in need. They have already traveled to numerous regions throughout the world, bringing medical relief to villages and rural areas that have no access to medical care. The Bicol Clinic Foundation is partnered with several medical schools across the nation to help train medical students and residents in this type of care, bringing groups of doctors, nurses, and other volunteers to areas around the world.

Seaside Music Mgmt and Technical Productions, manages and produces artists and events around the globe~