



## **FOR IMMEDIATE RELEASE**

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## **Band Together NC Fundraising and Awareness Campaign a Success More than \$125,000 to be Donated to Lucy Daniels Center**

**Raleigh, N.C., June x, 2009** — On Saturday, June 6, more than 2,700 music lovers gathered in front of the Lincoln Theatre in downtown Raleigh for the Ninth Annual [Band Together NC](#) concert event featuring Rusted Root, The Rosebuds and Chatham County Line, with a special after-party with Hobex. This festive event was the culmination of Band Together NC's fundraising and public awareness efforts on behalf of this year's charity partner, the [Lucy Daniels Center for Early Childhood](#).

As the final proceeds and pledges are being tallied, Band Together's Board of Directors conservatively estimates that at least \$125,000 will be donated to the Lucy Daniels Center. That total includes funds from sponsorships, ticket sales, individual donations, \$2,500 from a raffle for a guitar signed by the artists, and \$18,367 from a silent auction held at the event.

"Thanks to [Cargill](#) for being our presenting sponsor for the second year," said Band Together 2009 Event Co-Chair Linda Nunnallee. "And thank you to [all the sponsors](#) who believed in the work being done by Band Together for the Lucy Daniels Center."

The Lucy Daniels Center for Early Childhood serves on the front lines assisting children 11 years old or younger who are having behavioral or social difficulties or showing signs of emotional problems through mental health assessments, family counseling, therapy in both one-on-one and classroom settings, and early childhood programs. In the Triangle area alone, more than 50,000 kids under the age of 11 may be impacted by a mental health challenge.

Awareness of the Band Together event and of the Lucy Daniels Center was enhanced through press releases, public service announcements, online and print ads, e-mail campaigns, calendar listings, interviews with local media outlets, and on-site signage and presentations.

“Band Together is an amazing 100-percent, all-volunteer organization, and the Center is grateful to have been chosen as this year’s charity partner,” said Joyce Watkins King, director of development for the Lucy Daniels Center. “To be able to raise more than \$125,000 during tough economic times is an incredible accomplishment that the Lucy Daniels Center Board, Band Together Board and all the volunteers should be extremely proud of.”

For more information on Band Together NC, visit [www.bandtogethernc.org](http://www.bandtogethernc.org). To learn more about the Lucy Daniels Center for Early Childhood, visit [www.lucydanielscenter.org](http://www.lucydanielscenter.org).

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### **About Band Together NC**

Band Together NC is a 501(c)(3) nonprofit organization composed of business and community leaders from across the Triangle. Its mission is to raise funds and awareness for select philanthropies through events that showcase and support musical talent. For more information, go to [www.bandtogethernc.org](http://www.bandtogethernc.org).

### **About The Lucy Daniels Center for Early Childhood**

The Lucy Daniels Center for Early Childhood is a nationally recognized model for childhood mental health education and services. The Center is the largest and most comprehensive non-profit focused on providing mental health services to young children and their families in the Triangle, conveniently located at 9003 Weston Parkway, Cary, NC 27513. For more information, visit [www.lucydanielscenter.org](http://www.lucydanielscenter.org).