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"BELIEVING IN POTENTIAL"

FOR IMMEDIATE RELEASE

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Rockin' for charity

On March 31st rock and blues musicians, young and perennial favorites, will take the stage to help raise money for children with special needs at the Rockin' for Reach benefit concert and dance. Headlining the event is Vancouver rock/blues band Incognito, known for hosting the Saturday house blues jam session at the Yale Hotel. Joining Incognito is legendary Tsawwassen musician Jerry "Mama Let Him Play" Doucette, keyboardist Ken Boychuk, and opens local, young musicians Tyson McIlroy, guitarist for The Simpson Brothers, and Carter Low.

All proceeds from the event will go to Reach Child and Youth Development Society and their project to build a new, community-based child development centre in Ladner for children and youth with autism and developmental disabilities. Reach has been in Delta for over 50 years helping children with special needs and today serves close to 1,000 children and their families annually. Reach's current facility in east Ladner is outdated and difficult to access, especially since it is not on a bus route. The new centre will be in a highly accessible location beside the Ladner Pioneer Library. It will house Reach programs, therapy rooms, a family drop-in centre, specialized books and equipment, an inclusive preschool with an accessible community playground, and an events room that will be shared with businesses and community service agencies. The land for the new building has been provided by the Corporation of Delta and Reach, along with their partners the Kinsmen Club of Ladner/ Tsawwassen, are raising \$4 million to build the new centre.

"We are really grateful to Rob Montgomery of Incognito for helping us organize this event to support Reach's project," says Reach Communications Director Cathy Nidoski, "and to all of the musicians and sponsors who are helping to make it a really fantastic evening. It's so exciting to get a talented group like this together, of both well-known and up-and-coming artists. It's going to be a great show and benefit a great cause."

The event is sponsored by The Kinsmen Club of Ladner/ Tsawwassen, Century Group, Envision Financial and Delta Cable. Thrifty Foods Tsawwassen will be providing a table of appetizers for the evening, and the event will also feature a cash bar, 50/50 draw, and a silent 'ROCKTION' with rock n' roll goodies to bid on, including autographed framed albums from BB King, Bonnie Raitt and Neil Young.



**Formerly known as the
Delta Association for
Child Development**

Rockin' for Reach happens on Saturday March 31st at the Kinville Community Centre at 5430 10th avenue in Tsawwassen. It is for ages 19 and over. Tickets are \$20 in advance or \$25 at the door and can be purchased in advance at both Ladner and Tsawwassen Videoland locations. For more information about Reach or about the Rocking for Reach event visit www.reachdevelopment.org or call 604-946-6622 ext.337.

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