



For Immediate Release

Press Contact:

Amelia Davis

(415) 861-8036

ameliadavis1@mac.com

**VisionWorks Foundation/MSFriends Initiative and Partners
Present "Rock for MS" on April 23 at Bimbo's 365 Club in SF**

New partnerships, including Amnesty International's Dignity Campaign, to launch at this innovative live music event featuring Grammy-winner Shelby Lynne, Best of the Bay's funk band Monophonics, SF's Aidan Hawken, surprise guests and an online auction of rare rock 'n roll art and photography.

SAN FRANCISCO, CA, April 8, 2009 – "Rock for MS" events are noted for their creativity and energy, and this year's supercharged fundraiser set to kick off at 7pm Thursday, April 23, at Bimbo's 365 Club, is sure to propel that reputation. "Rock for MS" 2009 will offer a stellar live music lineup featuring Grammy-winning headliner **Shelby Lynne**, Best of the Bay's funk band **Monophonics**, SF's **Aidan Hawken**, and many surprise special guests. The action will keep moving courtesy of MC **Renee Richardson** of KFOG's "Morning Show."

This year's event also marks the beginning of a new partnership between VisionWorks/MSFriends and **Amnesty International's** Dignity Campaign — an initiative targeting the global right to health and access to healthcare. MSFriends is a natural fit for this campaign, making major inroads in healthcare access on the local, national and international levels through its growing 24/7 peer support helpline. The **Beauty Society** is another innovative collaboration, partnering with MSFriends via its "giving back" program. A full 25 percent of proceeds will go directly to MSFriends when a Beauty Society product is purchased at the event. Beauty Society is also offering body art and beauty makeovers.

All proceeds raised at the event and from the online auction of rare, iconic rock 'n roll art and photography to benefit MSFriends, the country's only 24/7 helpline staffed by people living with Multiple Sclerosis, for those living with Multiple Sclerosis.

THE EVENT

WHAT: Rock for MS 2009

WHEN: Thursday, April 23, 2009, 7pm

WHO: Shelby Lynne, Monophonics, Aidan Hawken, and special guests

WHERE: Bimbo's 365 Club, 1025 Columbus Ave. at Chestnut Street, San Francisco, CA

TICKETS: \$40

PUBLIC INFO: www.msfriends.org

ONLINE AUCTION: www.msfriends.org/auction

THE TALENT

Shelby Lynne: The “Rock for MS” headliner, Lynne is a Grammy-winning alt-country singer/songwriter. Her most recent album — 2008’s critically acclaimed “Just a Little Lovin’ ” — offered a powerfully elegant tribute to Dusty Springfield produced by Phil Ramone. Lynne also wrote “She Knows Where She Goes,” one of the songs featured on her sister Allison Moorer’s 2008 album, “Mockingbird.” She was featured in “Forever Cool,” a 2007 duets album of the late Dean Martin’s songs, performing “You’re Nobody ‘Til Somebody Loves You” with Big Bad Voodoo Daddy. On the acting side, Lynne played Carrie Cash in the 2005 Johnny Cash biopic *Walk the Line* as well as a wacky appearance as herself in a 2007 episode of Showtime’s *Head Case*.

www.shelbylynne.com

Monophonics: Since forming in 2005, Monophonics has evolved into one of the hotter live instrumental funk bands in the region. In 2007 the band released its first album, “Playin and Simple” and was named *SF Weekly* Best of the Bay winners for its horn-driven retro funk sound, style and approach. Monophonics is busy touring and working on its second release for 2009.

www.myspace.com/monophonics

Aidan Hawken: Aidan Hawken is a San Francisco-based singer/songwriter and lead singer and co-songwriter of Highwater Rising. Hawken’s songs have been featured in several films as well as major TV shows including “The OC,” “Sex and the City,” “North Shore,” “Boston Public,” “Summerland” and “One Tree Hill.”

www.aidanhawken.com

THE AUCTION

Now is your chance to “Collect Your Moment in Rock History.” Bid online for rare, iconic fine art prints from legendary rock music photographers **Jim Marshall, Ross Halfin, David Montgomery, Michael Zagaris, Robert Altman, Robert Knight, Henry Diltz, Chris Floyd** and many, many other artists now through April 24, 2009. This year’s auction has been featured in *Mojo, Guitar Player, Uncut* and *Rolling Stone*.

Bid now at www.msfriends.org/auction.

Special Thanks to Our Partners & Sponsors:

Amnesty International - www.amnesty.org

Beauty Society - www.beautysociety.com

Cardas Audio - www.cardas.com

EAD & Associates - www.eadassociates.com

Epiphone - www.epiphone.com

Factor Design - www.factor.design

Firestone Walker - www.firestonewalker.com

Genentech/Biogen Idec - www.gene.com/gene/index.jsp?pg=rockforms

Graphic Sportswear - www.graphicsportswear.com

Invited Ink - www.invitedink.com

KFOG 104.5 - www.kfog.com

Millers Gin - www.millersgin.com

Minuteman Press - www.minutemanpress.com

National Emergency Management Resource Center - www.nemrc.net

SF Weekly - www.sfweekly.com

SIR Entertainment Services San Francisco - www.sirsf.com

Trumer Pils - www.trumer-international.com

###