



**JANUARY 21, 2010**

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**LOAVES & FISHES TO BENEFIT FROM THE  
*ROCK THE REEDY* CONCERT ON APRIL 22<sup>ND</sup>**

**GREENVILLE, S.C.** – Local business leaders and volunteers plan an outdoor live concert called *Rock the Reedy* to help Loaves & Fishes raise critical funds to continue its work in the Upstate. Loaves & Fishes, Greenville’s only perishable food rescue organization, and its nonprofit partner agencies have seen an increase in food assistance from 14 to 40 percent since the fall of 2008.

*Rock the Reedy*, a live concert event, will be held on Thursday, April 22, 2010 from 7:00 until 10:00 p.m. at the Dow Amphitheater behind the Peace Center. The concert will feature The Fab Beat, a Beatles tribute band.

Tickets to the event will be \$10.00 each with a 100 percent of ticket sales going directly to Loaves & Fishes. Food and beverage will also be available for sale. For more information about *Rock the Reedy*, please contact Adam Wickliffe at 864.940.1714.

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**About Loaves & Fishes**

Loaves & Fishes, a not for profit organization, provides perishable food to a wide range of more than 100 human services agencies and programs in Greenville County. These agencies range from food pantries and soup kitchens, to group homes serving specialized populations, senior programs and senior low income housing centers, after school and summer child care programs, special needs children’s programs and community centers in every area of our county.