

4th Annual Rock the House Triples it's Fundraising Goal!

Chatsworth, CA – The 4th Annual Rock the House benefiting Ronald McDonald House Charities of Southern California (RMHCSC) tripled it's projected fundraising goal and proved to be the highest grossing to date with nearly \$30,000 in net proceeds donated to RMHCSC. Event founder Dan Pulos, President of S2K Graphics, and Jim Howard of James Howard, CPA teamed up with McDonald's West Division office and Golden State Foods (GSF) to provide the most successful Rock the House event to date.

With entertainment provided by corporate bands including GSF's Duct Tape & Beer and The Drunken Saints featuring Jim & Ryan Howard, the crowd was on its feet and dancing throughout the evening! Headlining the event was The Steve Plotkin Band featuring McDonald's West Division President, Steve Plotkin and Tim Streit of The Coca Cola® Company.

Two electric guitars were auctioned during the evening bringing in over \$5,000. Duct Tape & Beer's Bill Sanderson presented a guitar donated by GSF that was adorned with the autographs of ZZ Top's Frank Beard, Dusty Hill, and Billy Gibbons. A custom McDonald's themed showpiece that packed a beautiful sound was also on the block for bidding. Bill Gibbons of Davis Elen Advertising (no relation to Billy), emcee'd the event and did the honors of working the crowd to bid up these valuable items. At one point, the bidding was intense as Pam Plotkin, Clay Paschen, and Jon Fosnight were all feverishly bidding against one another for a chance at taking one of these rare instruments home. The winning bidders were Jon Fosnight and Trip Reed.

The highlights of the music program included Duct Tape & Beer's rendition of Pat Benatar's *Hit Me with your Best Shot* featuring Kim Crane's powerhouse vocals and unstoppable energy. The event's headliner, The Steve Plotkin Band, put out a larger than life version of *Lie to Me* with Plotkin's vocals solidly backed by four gospel singers. The Drunken Saints brought the crowd to their feet with a more contemporary sound featuring *Molly's Chambers*, a song originally recorded by the Kings of Leon.

This year's success could not have been achieved without the support of its sponsors. Golden State Foods, McDonald's West Division, and S2K Graphics were platinum sponsors of the event. James Howard, CPA was a gold sponsor. Silver

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sponsors included The Coca Cola® Company, F. Gavina & Sons, Davis Elen Advertising, and McDonald's Southern California Region.

When asked about the success of this year's event, RMHCSC CEO Nicole Rubin stated, "This year's event was the best yet. We had three superb bands, including a new appearance from Duct Tape & Beer at GSF. And, the new venue at the House of Blues in Downtown Disney® was just terrific. My heartfelt thanks to all who participated."

"For great entertainment, great food, good times and a great cause, you just can't beat the Rock the House event," commented the event's founder, Dan Pulos of S2K Graphics. "We are appreciative of not only those who support this event with their generosity, but also to Ronald McDonald House Charities for the good work that they do for children and their families."

Pulos went on to explain that next year's event would be held again at the House of Blues in Anaheim. For more information on this year's event and updates on the 5th Annual Rock the House event in 2008, visit www.rockthehouseusa.org.