



Press Release

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Photo(s) included

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The Rose Reaps Benefit of Another Record-breaking Shrimp Boil

HOUSTON – Temperatures were not the only high numbers generated in southeast Houston this July. The final tally of funds at the 22nd Annual Shrimp Boil benefitting The Rose climbed to over \$110,000 and marked the second record-breaking year in a row.

“We want to thank everyone who came out to support The Rose,” said Shrimp Boil Chairperson Shirley Terry-Lopez. “I’m thrilled that in the two years I’ve been part of the volunteer-led committee helping make this event happen, we’ve been blessed with incredible generosity.”

Terry-Lopez particularly praised the more than 150 volunteers who donated their time in crucial behind-the-scenes activities on July 9 at the Pasadena Convention Center. More than 1,000 participants enjoyed the food, silent and live auctions, and the music of The Grateful Geezers and The Pee-Wee Bowen Band.

“The Rose is a great example of how there is always something that can be done to help out someone else,” she noted as she explained that as a nonprofit The Rose relies on fundraisers, foundations, and services to the insured to offset the costs of providing breast health care to uninsured working women.

Other notable high marks went to the The Lite House Cookers led by Mark Meeker who served \$6,000 worth of shrimp, donated by HEB. The cooking team traded in their usual barbecue duties for the eighth year of boiling shrimp, and for the first time saw every plate sold.

Sponsorships, individual ticket sales and the monies collected from the more than 100 silent and live auction items proved that supporters of The Rose are faithful even during these difficult financial times, noted Dorothy Gibbons, co-founder and CEO of The Rose.

“Walking through the array of items donated by friends and staff was inspiring,” said Gibbons. “Every beautifully wrapped package was obviously a labor of love and ... a testament to a little healthy competition!”

Gibbons was referring to the fact that The Rose staff members compete each year to see which department can raise the most funds with sometimes elaborate displays of donations. Highlights this year included a “Cruisin’ for the Cure” package of a toy pink Hummer, John Deere wagon and a bevy of Barbies and the collection called “Grilling for a Cure” with its gas/charcoal grill, 60 qt. ice chest, and 25 lbs. of organic beef. The highest live auction sales were generated by a handcrafted quilt by Ella Thomas entitled “We the People” and a Costa Rica trip.

“Twenty-five years ago in July The Rose was born,” said Gibbons. “How fitting that this month’s Shrimp Boil – which launches our celebration of this significant anniversary and readies us for the Gala we’ve planned for November – was our best yet.”

Michelle Hanson, Special Events Manager at The Rose, underscored that the grassroots effort improves each year due in part to the continued support of area businesses. “We could not do this event without our volunteers and corporate sponsors. Because they care we are able to provide much needed care.”

Sponsors for 2011 included HEB; United Airlines; Bayway Lincoln; Buffalo Flange, Inc.; Precision Radiotherapy Center; Zachry; Coast Plastic Surgery; Terry Vaughn RV’s; Buxton Interest; Bud Light/Silver Eagle Distributors; Capital One; Oates Industries, Inc.; Texas Bay Area Credit Union; East Houston General Surgery; Soroptimist International of Pasadena; Casa Olé; and Rainforest Café.

The Rose is a nonprofit breast cancer organization providing services regardless of the client’s ability to pay. Upcoming opportunities to support the mission of The Rose include a benefit concert by The Grateful Geezers and other bands at the Hard Rock Café’s Rock The Plaza series in Jones Plaza, August 27, and the Silver Rose Anniversary Gala on November 10 at the Houston Marriott South. For more information visit www.TheRose.org

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Captions for photos:



Todd Browning secured the winning bid for the quilt designed by Ella Thomas for the live auction at the 22nd Annual Shrimp Boil benefitting The Rose. Cofounders Dr. Dixie Melillo and Dorothy Gibbons thanked both the donor and the designer for helping to make this year’s silent and live auctions the most successful to date.



More than 1,000 participants danced, ate, and purchased auction items at the 22nd Annual Shrimp Boil benefitting The Rose, a nonprofit breast cancer organization. The fundraiser brought in more than \$110,000 to set a record for the second year in a row.



Rodeo clowns from The Houston Livestock Show and Rodeo along with staff from the Rainforest Café entertained the children in the crowd of more than 1,000 participants at the 22nd Annual Shrimp Boil benefitting The Rose. Ticket sales, auctions and donations combined to make the July 9 event the most successful fundraiser in the 25-year history of the organization.