



Press Release

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Sponsorships Still Available

The Rose Shrimp Boil – Back for 22nd Year!

HOUSTON -- Time to pull out your Hawaiian Attire and Hula Skirts again 'cause The Rose 22nd Annual Shrimp Boil is coming to the Pasadena Convention Center, Saturday, July 9. Bring your family and enjoy scrumptious food, great fun, and entertaining dancing and music, while raising money for one of the area's most enduring charities – The Rose.

Last year, Southeast Houston's oldest and largest fundraising event attracted over 1,000 people and grossed more than \$110,000 with 80 Silent Auction items, 10 Live Auction items, and 2 Raffles. This year promises to be even better.

Doors open at 4:00 p.m. Pre-sale adult tickets are \$20 and can be purchased online at www.TheRose.org. At the door, it'll cost you \$25. For kids 4-10 years of age, tickets are only \$10, which includes a Kid's Hot Dog Meal plus admission to the popular "Kids Zone."

As you finish off mounds of fabulous, finger-licking good shrimp and sides, enjoy the entertainment and auctions. The Grateful Geezers and The Pee-Wee Bowen Bands will keep the joint jumping; while you cruise the Silent Auction tables (4:00-7:30 p.m.). You'll want to purchase some Raffle Tickets, too, for a chance to win our first prize – a 46" LED-LCD HDTV, donated by the ZACHRY Company. Our amazing Live Auction begins at 6:00 p.m.

This year's theme, Aloha Hollywood, kicks off a celebration of The Rose's 25th Anniversary, which culminates in a grand 25th Anniversary Silver Gala on November 10, 2011. For 25 years, The Rose has provided screening mammograms, diagnostic services, and access to breast cancer treatment for all women regardless of their ability to pay. So when you buy a table, raffle ticket, or auction item, you are helping The Rose continue this important service to the community. Co-founders of the organization, surgeon Dr. Dixie Melillo and The Rose CEO Dorothy Weston Gibbons, as always, will be at the

Shrimp Boil meeting, greeting and thanking the 1000-plus supporters and survivors expected to attend.

Sponsorships are still available. You can find all the information you need on our website under our “News & Events” tab. We are very grateful to last year’s sponsors including Bayshore Medical Center, Pinnacle Financial Strategies, Precision Radiotherapy Center, The Greensheet, Bayway Lincoln, Buffalo Flange, Inc., Coastal Plastic Surgery, East Houston General Surgery, Phelps Insurance, Casa Olé, Best Buy, Bay Area Elite Properties, Buxton Interests, Inc., Rosewood Funeral Home, KBR, Shell Deer Park and Taylor & Taylor Construction LP.

“We prominently publish and display a sponsor’s name as a supporter of The Rose and the fight against breast cancer,” said Michelle Hanson Special Events Manager. “Even if a sponsor can’t attend, we still recognize them publicly and in print,” she said.

Another way for Houston businesses to support the event is to donate an item for the live and silent auctions. “There’s room in the mix for prizes big and small,” Hanson said. “Participants will bid on everything from airline tickets and automobiles to free dinners at the area’s best eateries, to gift cards at favorite stores.”

“Additionally, we invite everyone to visit The Rose website (www.TheRose.org) to learn more about the many women we’ve assisted and the many lives we’ve helped save,” said Hanson.

For more information about The Rose 2011 Shrimp Boil and how to participate, call Hanson at (281) 464-5165 or contact her via e-mail at mhanson@TheRose.org.

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