



FOR IMMEDIATE RELEASE

OCT. 9 ROCKETOWN FUNDRAISER “COMEDY FOR A CAUSE”
TO FEATURE ALL-MOBILE BIDDING AUCTION

Auction Presented by MobileSmartBid and Kroger; Items Include Atlanta, Chicago Sports Packages and Opportunity to Perform at Carnegie Hall

(Nashville, Tenn.) Sept. 19, 2012—“Comedy for a Cause,” the theme of this year’s Rockettown fundraiser, to be held at the popular Nashville-based youth outreach facility on Oct. 9, will feature an all-mobile bidding auction sponsored by Kroger and powered by MobileSmartBid. Among those items up for grabs are Atlanta Braves and Chicago Bears sports packages as well as a unique NYC/Carnegie Hall weekend that includes hotel accommodations for two and the opportunity to sing onstage with Michael W. Smith.

An annual event to help raise funds for the venue which serves at-risk youth, the 2012 benefit is chaired by last year’s featured performer, comedian Jeff Foxworthy, and his wife Gregg. Coined “Comedy for a Cause,” the evening will include performances by comics Jeff Allen and Henry Cho as well as an all-mobile bidding live and silent auction sponsored by Kroger. All are invited to bid either at the event or remotely via their mobile phone on items including an NYC/Carnegie Hall experience with Michael W. Smith, 2012 Red Bull Flugtag, VIP treatment in Miami, four tickets and a parking pass to a Chicago Bears game, and Atlanta Braves game tickets directly behind home plate complete with field passes. Auction items will be updated frequently at www.michaelwsmith.com or www.rockettown-auction.com, and the bidding goes live the week of Oct. 9.

“Rockettown is thrilled to partner with Kroger as our auction sponsor,” says Lisa Bergen-Wilson, director of development. “We expect high-energy and extremely competitive bidding (and outbidding) on the vast assortment of auction items.”

Tickets for “Comedy for a Cause” are available as individual seats for \$250 or tables of 10 for \$2500. If you are interested in a corporate or community sponsorship, please contact Lisa Bergen-Wilson at lwilson@rockettown.org. The evening will also include a meet-and-greet reception for VIP ticket holders at 6:00 pm.

To donate, volunteer or find out more about how to support Rockettown, please visit: donate.rockettown.com.

About Rockettown

Founded in 1994 by Michael W. Smith, Rockettown is a nonprofit outreach for teens, providing opportunities in arts, music, action sports and mentoring programs. Rockettown has been able to help thousands of teens through free counseling, scholarship programs and material assistance. Some of Nashville’s most unique classes for youth and teens are offered at Rockettown, including courses in film, art, dance, rhyme, song writing, journalism and graphic design. Rockettown’s nonprofit entertainment facility in downtown Nashville opened in 2003 and provides a venue for all ages concerts. Rockettown’s facility is complete with an indoor skatepark (Sixth Ave) and snackbar where youth come to hang out and be themselves. For more information, visit www.rockettown.com

About Kroger

Kroger is one of the nation's largest retail grocery chains. The company operates close to 60 stores in Middle Tennessee. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations in the communities it serves. For more information please visit Kroger.com.

About MobileSmartBid

MobileSmartBid™ is an innovative bidding technology and vibrant auction service company that empowers non-profits to get the most out of their auctions. Event and auction guests are able to bid remotely through their own mobile device from anywhere in the venue, or even the world. For the first time, through mobile smart bidding technology, participants are notified if they have been outbid and can immediately raise their bid from their phone. For more information about MobileSmartBid, visit www.MobileSmartBid.com or email info@mobilesmartbid.com.

About Henry Cho

Henry's TV and film credits include appearances on NBC's "The Tonight Show," CBS's "The Late, Late, Show," and NBC's "Young Comedians Special." He served two years as host of NBC's "Friday Night Videos" and had many guest roles on various network sitcoms. Henry's one hour Comedy Central Special, "What's That Clickin Noise?" is currently running, and he can also be heard on SiriusXM and Blue Collar Radio.

Some of Henry's film credits include Universal's "McHale's Navy" with Tom Arnold and David Allen Greer; "Say It Isn't So" with Heather Graham and Sally Field; and "Material Girls" with Hilary Duff and Angelica Houston produced by Madonna. Henry was the keynote entertainer for The 59th Annual Radio & Television Correspondents' Dinner attended by the Bush Administration and has worked extensively with Vince Gill, Amy Grant, Willie Nelson, Carrie Underwood and many others. Henry's clean comedy is so versatile that he can headline Vegas and then tour with Michael W. Smith in the same month. This spring, Henry sold a special/pilot to GAC (Great American Country) in which he'll serve as host, co-writer, and co-producer. "The Henry Cho Show" aired in fall 2011 and Henry awaits the chance to do more shows for GAC in 2012.

About Jeff Allen

Jeff Allen is the best at what he does—making people laugh as hard as humanly possible. His *Happy Wife, Happy Life*® message of a marriage gone wrong and redeemed has given laughter and encouragement to millions of people. Jeff's comedy drives home the humor in everyday family life and the joy derived from a healthy marriage.

At home with secular, religious and combined audiences, Jeff has performed on every U.S. cable comedy show, in Las Vegas, for corporate engagements and in churches all over the country. He has starred in his own sitcom pilot, *Happy Wife, Happy Life*®, for PAX TV with Castle Rock Television, the critically acclaimed film and DVD *Apostles of Comedy*, and the hilarious comedy DVD *Thou Shalt Laugh*. Jeff has headlined his own national comedy tour, *Jeff Allen and Friends: Funny People of Faith* and received the Grady Nutt Humor Award—the most prestigious comedy award in the Christian market.

A columnist for *Living with Teenagers*, *Homecoming* and *Homelife* magazines, Jeff is also a featured comedian on Bill Gaither's *Homecoming*, *Praise Gathering*, *Gaitherfest*. He has performed at numerous functions with newsmakers such as: John Ashcroft, Ann Coulter, Sean Hannity, J.C. Watts, and Zach Wamp. He is regularly heard on XM Radio; Jones Radio Network; Focus on the Family.

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