



PRESS RELEASE

June 18, 2011

Elvis Tribute Artists to raise funds for Midwest tornado victims in benefit at CasaBlanca Resort



MESQUITE -- Several Elvis Tribute Artists participating in the second annual Elvis Rocks Mesquite event will raise funds for tornado victims of the Midwest when performers gather for a special session Thursday, June 23 in the lounge of the CasaBlanca Resort.

Scheduled from 6-7 p.m., fans will pay \$1 for requested songs with the monies raised going directly to the Red Cross for distribution to victims of the tornadoes in the Midwest.

The effort exemplifies the dedication of Elvis Tribute Artists who are known for having big hearts countless times each year at competition in several cities.

"We have chosen the Red Cross because of all of the natural disasters that have hit close to home for so many of our ETA friends," explained Mark Meschino, who has been spearheading the benefit from his home in Gilbert, Ariz. "The Elvis Tribute Artists performers are great people and

they're big-hearted always helping whenever the need arises."

Meschino said more than \$600 was raised for charity last year. A trumpet player in jazz events, he's sure the gathering will be both energetic and productive.

"Elvis Tribute Artists see each other at competitions," Meschino said. "They compete against one another all the time, but they're also quick to help others."

Danielle Duncan, the communication and public support manager for the Red Cross in Southern Nevada, lauded the event.

"We definitely appreciate it," Duncan said, who has been with the Red Cross for 11 months. "We're very excited about the turnout."

E-Rock, a former construction worker whose real name is Eric Haws, hails from Buckner, Mo., and will be entered in the Elvis Rocks Mesquite event.

"We just had a fund raiser for the Missouri Relief Benefit Show in Grain Valley, Mo. which is near Blue Springs and Oak Grove," said E-Rock, who finished



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third in Elvis Rocks Mesquite in 2010 behind Mark Anthony of Canada and Travis Allen of Las Vegas. “We had Tyler Hunter, Rich Vickers and many others who helped. We met our goal in Missouri and we’re looking forward to more good things in Mesquite.”

E-Rock said he has several family members who have been victims of the tornadoes in Missouri.

“The tornado in Joplin was horrible with total devastation,” he said. “It looks like a bomb went off there, but people are working together to help everyone out.”

Meschino said other ETAs scheduled to perform in the benefit include Las Vegas Travis Allen; Chris Luna of Ontario, Calif., Alfred Sanchez of Hawthorne, Calif.; Matt Joyce of Conway, Ark., Randy Love of Melrose Park, Ill.; Bobby Grandville of Las Vegas; Frank Werth of Hays, Kan., James King of Long Beach, Calif.; Joe Bullock of Corona, Calif.; Bob E of Huntington Beach, Calif.; Robert Washington of Auburn, Ma.

Meschino said 25 ETA performers had signed up by June 16.

Further information regarding the fund raiser can be found by calling Meschino at 602-692-6689 or by emailing him at mark@markproductions.com. Additional information regarding Elvis Rocks Mesquite event may be found by calling event organizer Sue Arko at 480-926-5547; Petra Jones of Black Gaming at 888-711-4653, ext. 17; or by visiting elvisrocksmesquite.com.

Second Annual Elvis Rocks Mesquite
June 23-26, 2011
CasaBlanca Resort
Mesquite, Nevada
Tentative schedule

Thursday, June 23

5pm – 6pm: Welcome Happy Hour and Meet and Greet in Lounge
7pm – 9pm: Red Cross fund raiser, CasaBlanca Lounge.

Friday, June 24

1pm – 3pm – Shake, Rattle, and Bowl Tournament – (\$15 extra charge)
4pm – 6pm – ETA Contest – Best of the 60’s
8pm - 10pm – ETA Contest – Best of the 70’s



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Saturday, June 25

10am – 4pm – Four Kings Slot Tournament (\$10 buy-in)

4pm – 6pm – ETA Contest – Best of 1950's

8pm – 10pm – Finals of Elvis Rocks Mesquite and Copy Cats Encore

10pm – 1:45am – Elvis Karaoke in Lounge

Sunday, June 26:

10am – 12pm – Group wedding, renewal of vows, and reception at pool gazebo (\$25 per couple).

CAPTION: E-Rok will be among the Elvis Tribute Artists performing to raise funds for the victims of tornadoes June 23 at the CasaBlanca resort as part of the second annual Elvis Rocks Mesquite event.

Contacts: Petra Jones, Black Gaming, 888-711-4653, ext. 17; Mike Henle, The Idea Company Public Relations, 702-279-3483; Sue Arko, 480-926-5547.