



The Pablove Foundation  
6607 Sunset Boulevard  
Los Angeles, CA 90028  
323.657.5557  
press@pablove.org

## LA MUSIC VENUES "GO GOLD" WITH THE PABLOVE FOUNDATION

\* \* \* \* \*

*The Echo, The Roxy, The Satellite and The Bootleg to contribute a portion of ticket proceeds to fight childhood cancer throughout September*

LOS ANGELES (August 29, 2013) – Throughout the month of September, music venues across Los Angeles are turning gold for Childhood Cancer Awareness Month. LA favorites The Echo and Echoplex, The Roxy, The Satellite, and The Bootleg are all contributing a "Golden Dollar" for each ticket sale to The Pablove Foundation.

The Hollywood-based foundation was created in 2009 by Elektra president Jeff Castelaz and music video producer Jo Ann Thraikill in honor of their son Pablo, who passed away from a rare childhood cancer. The organization funds innovative childhood cancer research, provides educational resources for families, and helps kids with cancer just be kids through arts offerings like the Pablove Shutterbugs photography program.

You can turn your September golden, just by seeing a show at one of these venues. Donations will range from \$0.25 to \$1 per ticket. Highlights on September calendars include The Helio Sequence (The Echoplex - 9/29), Butch Walker (The Bootleg - 9/17), Body Language (The Satellite - 9/18) and Travis Garland (The Roxy - 9/27). Follow @pablove on Twitter and use the hashtag #kidsgetcancer too for updates on the Golden Dollar promotion.

### **About The Pablove Foundation**

The Pablove Foundation is named after Pablo Thraikill Castelaz, the son of Jo Ann Thraikill and Jeff Castelaz. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. The mission of The Pablove Foundation is to fund pediatric cancer research and advances in treatment, educate and empower cancer families, and improve the quality of life for children living with cancer through hospital play, music and arts programs. For more information on The Pablove Foundation, please visit [pablove.org](http://pablove.org) and follow Pablove on Facebook at [facebook.com/pablovefoundation](https://facebook.com/pablovefoundation) and Twitter at @pablove.

### **MEDIA CONTACT**

Megan Rudebeck / [megan@pablove.org](mailto:megan@pablove.org) / 323-657-5557

### **VENUE CONTACTS**

Heather Kohos / [heather@theroxy.com](mailto:heather@theroxy.com)

Molly Kodros / [molly@thesatellitela.com](mailto:molly@thesatellitela.com)

Samantha Kraus / [samantha@theecho.com](mailto:samantha@theecho.com)

Scott Sterling / [scott@foldsilverlake.com](mailto:scott@foldsilverlake.com)