



FOR IMMEDIATE RELEASE

October XX, 2017

****MEDIA ALERT****

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SUPPORT LAS VEGAS' NF HOPE CONCERT AND GET YOUR FIX OF RAISING CANE'S THIS WEDNESDAY, OCTOBER 11 AS THEY PARTNER TO RAISE AWARENESS FOR NEUROFIBROMATOSIS AND SUPPORT THE LAS VEGAS COMMUNITY

WHAT:

It's 'One Love' for the NF Hope Concert and Raising Cane's Chicken Fingers as they have teamed up to make a difference in the lives of those with Neurofibromatosis. Those who purchase a ticket to Las Vegas' 7th Annual **NF Hope Concert** will receive a Raising Cane's Box Combo card. Participating Raising Cane's locations will also have a fun-filled dinner service with hourly giveaways and swag.

The 7th Annual **NF Hope Concert** will be held at The Palazzo Las Vegas on Sunday, Oct. 22 at 1 p.m. This year's all-star lineup includes host Chet Buchanan; award-winning Vegas headliner Clint Holmes and wife Kelly Clinton; The Space founder and "Magic Mike Live" star Mark Shunock with wife Cheryl Daro; stars of "World's Greatest Rock Show" at the Stratosphere; These Guys Worldwide; comedy-magician Murray Sawchuck; The Tenors of Rock, Jeff and Melody Leibow with a special guest appearance by daughter Emma; as well as some surprise guests.

In support of the victims of last week's tragedy, a portion of the proceeds from each ticket sold will go to the Las Vegas Victim's Fund and Raising Cane's will also contribute a portion of all food sales from both locations to the fund.

WHEN:

Wednesday, Oct. 11

5 - 7 p.m.

WHERE:

St. Rose Location

3032 St. Rose Pkwy
Henderson, NV 89052

Sahara Location

10050 W. Sahara Ave.
Las Vegas, NV 89117

COST:

People who purchase a ticket to the NF Hope Concert will receive a Raising Cane's Box Combo card. Tickets will be available on site and start at \$45.

MEDIA:

Interested media is invited to cover the event. **Inquiries can be directed to Michelle Wilmoth at PR Plus at michelle@prpluslv.com or (702) 561-3872.**

About Jeff Leibow:

Jeff Leibow landed in Las Vegas in 2008 as one of the stars in the Tony Award-Winning musical, "Jersey Boys." Before that, he worked in professional theaters all over the country garnishing award nominations for many of his performances. Immediately after his arrival in Vegas, he made giving back to the community a priority, involving himself with every charity event and benefit concert he could fit into his schedule. In 2009, his daughter became his top priority as did raising awareness for Neurofibromatosis, the disorder she is afflicted with. He and his wife founded the annual NF Hope Concert in 2011, which has raised almost \$500,000 for Neurofibromatosis research and advocacy so far. In 2014, after more than 7 years and 2,700 performances in JERSEY BOYS, he stepped down to dedicate more of his time to the cause that means so much to him and his family. For additional information, visit www.jeffleibow.com or follow on Twitter/Instagram: @jeffleibow

About NF Network:

Neurofibromatosis (NF) Network was established in 1990 and is the leading organization supporting the education, awareness and research through advocacy to help find a cure for NF. You can find more information about Neurofibromatosis Network at www.nfnetwork.org or by calling the office at 630-510-1115.

ABOUT MRG MARKETING & MANAGEMENT INC.:

Since entering the Arizona market in September 2011, MRG Marketing & Management Inc. now owns and operates 15 Raising Cane's Chicken Fingers Arizona locations and is the Southwest franchise partner of Raising Cane's Chicken Fingers. MRG's first restaurant opened in Las Vegas in 2006 and currently manages 13 Raising Cane's Chicken Fingers locations throughout the Las Vegas Valley. September 2017 marked MRG's second northern Nevada location in Reno. For future plans and more information about MRG, visit www.mrgmm.com.

ABOUT RAISING CANE'S®:

Founded by Todd Graves in 1996 in Baton Rouge, LA., RAISING CANE'S CHICKEN FINGERS has more than 300 restaurants in 23 states with multiple new restaurants under construction. The company has ONE LOVE®—quality chicken finger meals—and is continually recognized for its unique business model and customer

satisfaction. Raising Cane's vision is to have restaurants all over the world and be the brand for quality chicken finger meals, a great crew, cool culture and active community involvement. More information is available at raisingcanes.com.

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MEDIA CONTACT:

PR Plus

Michelle Wilmoth

(702) 696-1999

michelle@prpluslv.com