



## **ROCK & REPUBLIC'S UNPRECEDENTED 100% CAMPAIGN**

Rock & Republic is changing the world. Spearheaded by Michael Ball, pioneering creative director and founder of the company, Rock the Cure is not your typical corporate charitable division. Just as the dominant brand continuously raises the stakes in the premium luxe lifestyle market, Rock & Republic has launched a philanthropic foundation with meaningful goals and unprecedented fundraising methods that far surpass the fashion and entertainment industry's standard approach to charitable giving.

"I've become increasingly disgusted by the way corporations use charitable marketing to move product, while not contributing anything significant and still getting the benefit of a tax write off," says Ball. "We're creating our own charitable giving model that will make a real difference."

Rock the Cure's first year promises to be big, and Rock & Republic wouldn't have it any other way. Five million of the projected \$10 million in income will go directly to Rock the Cure's inaugural partner, City of Hope. The remaining \$5 million will go to other charitable organizations, and will also be utilized in setting up the Rock the Cure Foundation.

City of Hope, a biomedical research and treatment center dedicated to the prevention, treatment, and cure of cancer and other life-threatening diseases, will be the primary recipient of Rock the Cure's fundraising efforts for one full year. In each subsequent year, Rock the Cure will concentrate on a different beneficiary, while continuing to donate to other designated beneficiaries such as City of Hope, but on a different scale.

A pioneer of life-saving therapies, City of Hope is home to one of the world's most successful bone marrow and blood stem cell transplant programs. Saving and improving lives through methods that defy convention, City of Hope is the perfect beneficiary of Rock & Republic's philanthropic goals.

"We are deeply passionate about Rock the Cure," says Andrea Bernholtz, President of Rock & Republic. "We believe in helping others in a significant way. It's an integral part of our corporate identity."

Known for his unabashed style and rock and roll lifestyle, Ball and his team bring their unique talents and unwavering ambition to Rock the Cure. Seeking to make a significant difference in the fight against life-threatening disease, Ball created the 100% Campaign for Rock the Cure, committing one hundred percent of the profits from the sale of select products to City of Hope. Breaking from industry norms, where "a portion of the proceeds will go to charity," Ball ensures significant contributions by computing profits based on after-cost figures, *not* wholesale.

Ball and his team designed specialty items for each of Rock & Republic's sought after lines specifically for funding continued genetic research through City of Hope. In addition to the 100% Campaign, Rock the Cure will hold fundraising events throughout the year, such as concerts, exclusive dinners and shopping events, and film festivals.

Leveraging relationships within the entertainment, fashion, and finance industry, Rock & Republic seeks to eradicate life-threatening diseases from the planet. With Ball as the driving force, the effects are sure to be of epic proportion. In fact, he just might Rock the Cure.

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