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FOR IMMEDIATE RELEASE

September 15, 2011

**VALLEYPALOOZA ASSISTS THE FAMILIES AFFECTED
BY LAST NIGHT'S FIRES IN VALLEY PARK**

ValleyPalooza Music Festival this Saturday, September 17th, will benefit the families devastated by the fires.

The ValleyPalooza Organization and the residents of Valley Park will continue their efforts Saturday, September 17th at the ValleyPalooza Music Festival to assist those families left homeless by last night's fire in the 600 block of Benton Street in Valley Park.

Our thoughts and prayers go out to the families who lost their homes, belongings and loved pets. In a "tight-knit" community such as Valley Park we all share the heartbreak this tragedy brings. The ValleyPalooza Organization has found itself on the receiving end of hundreds of calls from residents, businesses and other organizations to make a personal donation; others called to express their interest in volunteering.

Through our "Neighbors in Need" program, a greater part of the funds raised from this year's music festival will be used to assist those families affected by this disaster. The remainder of the proceeds will be used to honor our commitment to provide scholarships to the children of our local school district through our "Soaring with Service" scholarship fund as well as the other families we have committed to helping before this disaster.

ValleyPalooza will be collecting new or gently used small appliances, toys, books and clothing at this year's music festival which will be provided to the families affected by the fires. Large containers at the festival will be on site for donations.

Below is a list of immediate needs of the families:

- 3-6mo clothing for baby boy
- 2T-3T clothing for TWO girls (ages 2 and 3)
- size 5 clothing for boy
- size 10/12 clothing for girl
- Baby formula - Enfamil AR
- Diapers - size 1/2 and size 4
- Size S/M shirts for two males
- Size M shirts for two females
- Size 32x30 pants for male
- Size large clothing for female



ORGANIZATION, INC.

- Size 1x - 2x clothing for female
- Size large clothing for male
- Women's size 18 in stretch Jeans
- Women's 9 1/2 shoe size

Cash/Check donations may be made to:

ValleyPalooza Organization, Inc
c/o Meramec Valley Bank
35 Marshall Road
Valley Park, Missouri 63088
t: 636.230.3500
f: 636.225.6655

If donations are for a specific family we are asking that the checks be marked as such and ValleyPalooza will make sure those families receive them.

More information on ValleyPalooza Organization, Inc. and Donations can be found at: www.valleypalooza.org or by calling 314-616-9003.

ValleyPalooza is a community based not for profit organization located in Valley Park, MO. Our organization is made up of local community members, businesses, government & educational leaders. Our goal is to inspire a community climate designed promote a vibrant and prosperous place to live and work. ValleyPalooza provides opportunity for our citizens to make a difference in everyone's lives by holding fundraising events in order to provide financial assistance to our neighbors in need. The future of all cities relies on great citizens and leaders.