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January 18, 2005

L.I.V.E. - ROCK FOR LIFE CONCERT STARRING JODY JOSEPH & THE AVERAGE JOES AND SPECIAL GUESTS
Jody Joseph, Friends And Students Join Together To Increase Awareness About Teenage Suicide In New Jersey

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[Note: Interested members of the media can request press kits, images and interviews. Details below.]

Asbury Park, NJ (PHANTOM POWER PRODUCTIONS) January 18, 2005 -- Jody Joseph, a popular New Jersey music instructor, frontperson for the well known Shore act Jody Joseph & The Average Joes and first cousin to pop music icon Jon Bon Jovi has teamed up with the local Chapter of Yellow Ribbon International® to announce the L.I.V.E. - Rock For Life Concert to benefit directly the Yellow Ribbon Suicide Prevention Program® (www.yellowribbon.org). The event will take place on Saturday, January 29, 2005 at the Stone Pony, 913 Ocean Avenue, Asbury Park, New Jersey, 732-502-0600 at 6:00 PM. Tickets for this event are sold out.

The number one priority of L.I.V.E. is to increase awareness about teenage suicide, which has become an epidemic in Monmouth County, New Jersey. 8 Monmouth County teens have completed suicide in the past 16 months compared to 1 in the 4 years preceding that.

The L.I.V.E. - Rock For Life Concert is the vision of Jody Joseph who felt compelled to spread the word about teenage suicide prevention after the loss of one of her students, Stephanie Fritz at the age of 15. Shortly after her passing, Jody approached Stephanie's father, Scott Fritz with the concept of a benefit concert. Fritz, who is the head of the recently formed New Jersey Chapter of Yellow Ribbon International®, was receptive to her idea and the L.I.V.E. concept was born. (L.I.V.E. is an acronym created by Joseph's own teenage daughter; Live Inspire Vibe Energy).

"I guess I never wanted to lose someone else again that way," says Joseph. "I felt so helpless. But not anymore, Steph wouldn't want me to. So I took all the pain and put it to use, the energy is amazing, and somehow I believe that her tragedy will not be in vain, somewhere along the way of this crazy journey it will become a saving grace."

The L.I.V.E. (pronunciation: 'liv) - Rock For Life Concert will feature performances by Jody Joseph & The Average Joes, and many of Joseph's youngest most talented music students from Monmouth and neighboring New Jersey Counties.

"The line up is a very colorful one, my youngest performer is 5 years old and my oldest is 43. Some of these students will be playing a guitar while singing, a couple of students are working song writing technique so they will be performing an original song that I co-wrote with them. My very supportive band will be accompanying most of my students, as well as performing with me for a handful of my original songs," reports Joseph.

Joining the effort is blues/rock guitarist and fellow music instructor Matt O'Ree with the Matt O'Ree Band backing him and his music students.

"I was honored when Jody asked me to participate in the L.I.V.E. event," says O'Ree. "(My students) are really excited to do this show for a number of reasons. Some of them knew or went to school with one of the victims so they feel even more compelled to be a part of the event. I hope that through the music and the awareness we can help save a life down the line."

Local singer/songwriter Dawne Allynne will be opening the show.

Invitations to perform have also been extended to some of Monmouth County's most famous musicians.

The Yellow Ribbon Suicide Prevention Program® is not funded by federal dollars or large corporations. Donations come from supporters in communities and go directly to program efforts. Proceeds from ticket sales, merchandise and an open auction featuring a Jon Bon Jovi autographed guitar will be donated to the New Jersey chapter of Yellow Ribbon International®. Other auction items include music memorabilia from Bruce Springsteen, Kenny Olson (Kid Rock Band), and David Bryan (Bon Jovi), sports memorabilia, studio time complete with recording engineers donated by Central Jersey Music in Colts Neck, gift certificates to some of the areas most popular restaurants and bars including dinner for four at Salt Creek Grille in Rumson and a gift certificate to Elements Lounge in Sea Bright, complimentary membership at well known health clubs, massage packages at Massages By Vern, artwork by Mark Benjamin Retacco of ARTSTAR® Co. and much more!

LFLF Int'l / YRSPP is a IRS registered not-for-profit 501 (C)(3) organization #84-1304474.

DONATIONS IN US FUNDS CAN BE MAILED TO:

Yellow Ribbon International, P.O. Box 644, Westminster, CO 80036-0644
Checks Should Be Made Payable To YELLOW RIBBON INTERNATIONAL.
Please Mark Your Donation "NEW JERSEY" to reach this chapter.

FOR MORE INFORMATION:

L.I.V.E. - Rock For Life Concert: www.iemarketing.com/LIVE
Yellow Ribbon International®: www.yellowribbon.org
Jody Joseph And The Average Joes: www.jodyjoseph.net
Matt O'Ree: www.mattoree.com
Dawne Allynne: www.dawneallynne.com

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