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*For Immediate Release***CONTACT:**

Zachary Yaksich
Alana's Foundation
248-330-9005

Photos available upon request

Mitch Ryder and the Detroit Wheels to headline benefit concert in Royal Oak

(April 29, 2013) West Bloomfield, MI – Metro Detroit, rev up for the Dream Cruise at the First Annual "Cruisin' Summer Concert Bash," at 7 p.m. on Aug. 15 at the Royal Oak Music Theatre, 318 W. Fourth Street in Royal Oak.

The concert will benefit Alana's Foundation, a 501(c)(3) tax-exempt nonprofit organization, which was founded in 2009, in an effort to honor five-year-old Alana Yaksich, who passed away suddenly after becoming ill with the flu. The foundation seeks to educate and offer flu vaccine clinics, plus it offers grief and emotional support for all parents who have lost a child, either through illness, accident or other trauma. Additionally, the foundation offers financial grants and short-term financial assistance for unexpected bills, car repairs, groceries, etc.

"We have hosted fundraisers such as comedy events and silent auctions. This year, coinciding with the Woodward Dream Cruise, the foundation will host a concert, featuring the iconic Mitch Ryder and, new on the music scene, Jessie Dean, a pop/soul artist from Michigan," said Zachary Yaksich, president of the foundation and Alana's father.

Rolling Stone Magazine has cited Mitch Ryder as one of the "five most influential rock and roll singers to ever come out of Detroit."

Prices are: \$22 - Main Floor (general admission); \$37 - VIP Balcony (seated), and \$77 - VIP Balcony plus meet and greet with Mitch Ryder. Group rates are available for groups of ten or more. Tickets available beginning May 1 at Royal Oak Music Theatre Box Office, 318 W. Fourth Street, Royal Oak, (248) 399-2980 or www.royaloakmusictheatre.com; Virtuoso Salon, 1050 S. Old Woodward, Birmingham, (248) 203-6888; and through Zax Auto Wash, 941 S. Opdyke, Auburn Hills, (248) 332-4606.

Zachary Yaksich is available for interviews and further information. Please contact him at (248)330-9005 or via email: info@alanasfoundation.org

We would like to thank the following sponsors for making this event possible:

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