



## News Release

### October, 2011 For Immediate Release

Little Warriors, Capstone Entertainment (Concerts North) & Century Casino Calgary are very proud to announce that Los Lobos will be performing at a Halloween Dance at the Century Casino Showroom on October 29th, at 8:00 PM. (Doors at 6:00 PM)

“With the exception of U2, no other band has stayed on top of its game as long as Los Lobos” - *Rolling Stone*

Many musical acts are eclectic, but few are as unpredictable, noted, and respected. The multi-platinum Los Lobos has enjoyed a 38-year ride with the same line-up intact. The band has notched a number one single with its rendition of “La Bamba,” the 1987 Billboard smash that practically turned the group into a household name overnight, has won three Grammys, and has sold countless records. It has shared the stage with acts as varied as Dylan, The Clash, and U2 and has received tremendous critical acclaim--from a major label debut, *How Will the Wolf Survive?* (which made *Rolling Stone*’s 500 Greatest Albums of All Time) to the quintet’s most recent work, *Tin Can Trust*.

This exciting event is a fundraiser for Little Warriors and their Be Brave Ranch. Little Warriors is a charitable organization that educates adults about how to help prevent, recognize and react responsibly to child sexual abuse. By providing information to the public on the issues of how to help prevent this trauma from happening, Little Warriors has learned that there is a great need for those who currently live with the devastating effects of child sexual abuse. Little Warriors has seen the need to create the Be Brave Ranch, a place where victims and their families can go to begin their healing process.

#### Some facts on child sexual abuse:

In Canada 1 in 3 girls and 1 in 6 boys will experience an unwanted sexual act before their 18th birthday.

76% of prostitutes have a history of child sexual abuse.

60% of women with panic disorders are victims of child sexual abuse.

70% of sexual abuse survivors report excessive use of drugs & alcohol.

Concerts North is a proud supporter of Little Warriors and the development of the Be Brave Ranch. Proceeds from this event will directly impact survivors of child sexual abuse.

There will be a Silent Auction plus door prizes; various raffles including a 50/50 draw; a Meet and Greet and autograph session with Los Lobos; a donation box at the event; a donation link for those who cannot attend in person; and the Century Casino will be making a donation as well. Stay tuned for further details on Food Bank donations, a possible sound check party, and more....

Tickets go on sale Friday, August 19th, 2011 at 10:00 am (or on August 26<sup>th</sup>) available through Ticketmaster (put in charge by phone number) and Century Casino Calgary by calling 403.287.1183. Seating is general admission and tickets are \$50.00 before service charges and GST. This dance takes place in the intimate 1000 seat Century Casino Showroom in Calgary, Alberta at 1010-42 Ave SE

And yes, costumes are very welcome and encouraged and there will be prizes for the Best Costumes, etc.

For More Information on this exciting event, please contact:

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Websites: Little Warriors, [www.littlewarriors.ca](http://www.littlewarriors.ca)

Concerts North, [www.concertsnorth.com](http://www.concertsnorth.com)

Century Casino, <http://calgary.cnty.com/>

Los Lobos, [www.loslobos.org](http://www.loslobos.org)

Social Media Links – Little Warriors, <https://www.facebook.com/home.php#!/littlewarriors>

Concerts North, <https://www.facebook.com/home.php#!/pages/Concerts-North-Ltd/354584936238>

Century Casino, <https://www.facebook.com/home.php#!/pages/Century-Casino-Calgary/277597597312>

Los Lobos, <https://www.facebook.com/LosLobosMusic>

Glori Meldrum, founder of Little Warriors, is available for interviews. Please contact her through Cheri Nichol.