

FOR IMMEDIATE RELEASE

Contact: David Rotella Jr.
Phone: 905-357-4977
Alt Phone: 905-651-3533
Email: dave@lightofdayniagara.com
URL: www.lightofdayniagara.com



LIGHT OF DAY BENEFIT CONCERT FOR PARKINSON'S AND ALS COMES TO NIAGARA

Local, New York and New Jersey artists join together for a great cause.

On December 9, 2007 The Niagara Centre for the Performing Arts will be holding the Canadian Light of Day concert to benefit victims of both Parkinson's Disease and ALS. The Light of Day shows originated back in 2000 in New Jersey at the infamous Stone Pony. With artists such as Southside Johnny, Joe Grushecky and Bruce Springsteen headlining the shows, these shows have raised over \$750,000 in the fight against Parkinson's. Artists such as Joe D'Urso from New Jersey and Willie Nile, a native Buffalonian, have expanded the scope of this great project. Last year they began Light of Day Europe with concerts in Rome, Bedford and Barcelona. This year they not only added Stockholm and Rotterdam to the European schedule but also two Canadian shows - Toronto and Niagara Falls.

The show will be held at the Niagara Centre for the Performing Arts at 4700 Epworth Circle in Niagara Falls. The show will begin at 7 pm with various local bands playing a few songs each, culminating with the Rick Rose Band Reunion. At 9 pm the stage will be transformed for the "Songwriters in the Round". New Jersey recording artist, Joe D'Urso, Buffalo New York's Willie Nile and Ron LaSalle and Toronto's Ron Sexmith will all trade-off playing their songs and telling stories in "the round".

Parkinson's disease is a chronic and progressive neurological condition that affects movement and muscle control, according to the Parkinson's Disease Foundation Web site, www.pdf.org.

Amyotrophic lateral sclerosis, ALS, (also known as [Lou Gehrig's disease](#)) is a devastating neurodegenerative disease, those living with the disease become progressively paralyzed due to degeneration of the upper and lower motor neurons in the brain and spinal cord. Eighty per cent of people with ALS die within two to five years of diagnosis - unable to breathe or swallow. Along with ALS, neurodegenerative diseases include Alzheimer's disease, Huntington's disease and Parkinson's disease. According to the World Health Organization, neurodegenerative diseases are predicted to surpass cancer as the second leading cause of death in Canada by 2040.

Organizers, Mike Minervini, Rick Rose owner of the Niagara Institute of Music and Arts, and Dave Rotella from DANIMA Technologies Inc. are excited to bring this to Niagara Falls and hope to make this an Annual event in hopes to provide both the National and Local Parkinson's and ALS organizations with proceeds to assist victims of these two diseases.

Tickets are available at local music outlets including Sunrise Records and The Beat Goes On in Niagara Falls and on-line at Ticket Pro - www.lightofdayniagara.com/tickets.

Thanks to the support and sponsorship of the following organizations:
DANIMA Technologies Inc., Niagara Institute of Music and Arts, Hilton Niagara Falls, Antica Pizzeria/Spicy Olive, The Business Link Newspaper, Embassy Suites Hotel, Yanks Old Niagara, Niagara's Best Beer, Marriott Niagara Falls, Carpaccio Restaurant and Wine Bar and Artista Design and Print Inc.

Contact: David Rotella Jr.

Phone: 905-357-4977

Alt Phone: 905-651-3533

Email: dave@lightofdayniagara.com

URL: www.lightofdayniagara.com

#