

For Immediate Release
July 6th, 2011

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL Unveils ‘Text To Donate’ Program - - Text MAYHEM to 41518 to Make a \$5.00 Donation!

The ‘Iraq and Afghanistan Veterans of America’ Offer Access to the Rockstar ‘METAL OF HONOR’ Tent with Military ID



Metal Of Honor PSA Featuring David Draiman of Disturbed Revealed

Festival Kick-Off this Saturday, July 9th in San Bernardino, CA!

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** is pleased to unveil the official **Text To Donate** campaign, a program inviting people across the nation to assist in raising donations for our hard-working United States military. The **Text To Donate** program is part of this year's awareness and fundraising effort, **'METAL OF HONOR'**.

All one simply has to do is text MAYHEM to 41518 to make a \$5.00 donation! Your donation will help in aiding to the needs and challenges of our active duty military, veterans and their families.

Fans can view a brand new **'METAL OF HONOR'** PSA featuring David Draiman of Disturbed at [this link](#). The PSA highlights the efforts of **Hope For The Warriors®** and **The Pathway Home**, and explains how you can help via the **'METAL OF HONOR'** program, including the **Text To Donate** info above, and that \$.25 of each ticket sold will support the awareness program.

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** has joined forces with the Iraq and Afghanistan Veterans of America (IAVA, www.IAVA.org). IAVA will distribute 30 tickets for each show to veterans of the wars in Iraq and Afghanistan through The Rucksack (<http://rucksack.iava.org/>). All festival guests can stop by IAVA's tent for a chance to win a special meet and greet experiences with the bands backstage. Military personnel and veterans with ID will also be able to pick up '**METAL OF HONOR**' wristbands from the IAVA tent. These wristbands will give active-duty military and veterans access to the Rockstar '**METAL OF HONOR**' tent where they can hang out, have drinks and score free stuff from festival sponsors.

IAVA is the country's first and largest nonprofit, nonpartisan organization for veterans of the wars in Iraq and Afghanistan and has more than 200,000 member veterans and civilian supporters nationwide. Its mission is to improve the lives of this country's newest generation of veterans and their families.

The '**METAL OF HONOR**' awareness campaign will include wrapping one of the tour's semi trucks with logos of the charities, providing nationwide exposure on major highways throughout North America for over six weeks, and the Text To Donate program. Additional social media outreach efforts will be utilized to bring the message to rock music lovers worldwide. '**METAL OF HONOR**' will also have an onsite presence at each festival date highlighting **Hope For The Warriors®** and **The Pathway Home** along with other ways the patron can get involved in their own communities.

This year, the festival raised over \$22,000 from the VIP Experience Charity Ebay auction! The auction was created to raise additional funds for **Hope For The Warriors®** and **The Pathway Home**. During the auction, fans were able to bid on eBay for a once-in-a-lifetime chance to receive two VIP passes to the festival, and the top bidder and a guest would be able to watch their favorite festival artist onstage, amongst other great prizes. The auction period has now ended.

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** begins this Saturday! Tickets are on sale, so check in at www.rockstarmayhemfest.com and www.livenation.com for any updates to current ticketing information.

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL TOUR DATES:

[7/9 - San Manuel Amphitheater](#) - San Bernardino, CA (Los Angeles, CA)

[7/10 - Shoreline Amphitheatre](#) - Mountain View, CA (San Francisco, CA)

[7/12 - White River Amphitheatre](#) - Auburn, WA (Seattle, WA)

[7/13 - Idaho Center Amphitheater](#) - Nampa, ID (Boise, ID)

[7/15 - Ashley Furniture HomeStore Pavilion](#) - Phoenix, AZ

[7/16 - Hard Rock Casino Presents: The Pavilion](#) - Albuquerque, NM

[7/17 - Comfort Dental Amphitheater](#) - Englewood, CO (Denver, CO)

[7/19 - Verizon Wireless Amphitheater](#) - Maryland Heights, MO (St. Louis, MO)

[7/20 - Riverbend Music Center](#) - Cincinnati, OH
[7/22 - Comcast Center](#) - Mansfield, MA (Boston, MA)
[7/23 - Parc Jean-Drapeau - \(Heavy MTL\)](#) - Montreal, QC /www.heavymtl.com
[7/24 - Comcast Theatre](#) - Hartford, CT
[7/27 - PNC Bank Arts Center](#) - Holmdel, NJ
[7/29 - First Niagara Pavilion](#) - Burgettstown, PA (Pittsburgh, PA)
[7/30 - Jiffy Lube Live](#) - Bristow, VA (Washington DC)
[7/31 - Susquehanna Bank Center](#) - Camden, NJ
[8/2 - Farm Bureau Live at Virginia Beach](#) - Virginia Beach, VA
[8/3 - Time Warner Cable Music Pavilion at Walnut Creek](#) - Raleigh, NC
[8/5 - First Midwest Bank Amphitheatre](#) - Tinley Park, IL (Chicago IL)
[8/6 - DTE Energy Music Theatre](#) - Clarkston, MI (Detroit, MI)
[8/7 - Verizon Wireless Music Center](#) - Noblesville, IN (Indianapolis, IN)
[8/9 - Zoo Amphitheatre](#) - Oklahoma City, OK
[8/10 - Gexa Energy Pavilion](#) - Dallas, TX
[8/12 - Aaron's Amphitheatre at Lakewood](#) - Atlanta, GA
[8/13 - 1-800-ASK-GARY Amphitheatre](#) - Tampa, FL
[8/14 - Cruzan Amphitheatre](#) - West Palm Beach, FL

For more information on the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**, visit www.rockstarmayhemfest.com.

For press inquiries and additional information, please contact Adrenaline PR and Maria Ferrero at 732-462-4262 or maria@adrenalinepr.com.

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