



## Health Alliance for Austin Musicians

[www.HealthAllianceForAustinMusicians.org](http://www.HealthAllianceForAustinMusicians.org)

[www.myhaam.org](http://www.myhaam.org)

### “Keeping Music in Austin Alive and Well”

For Immediate Release  
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#### **BUSINESSES COME TOGETHER TO SET STAGE FOR 2ND ANNUAL HAAM BENEFIT DAY ON OCTOBER 2**

Benefit Day PSA Premieres Featuring HAAM Member and Child  
Singing Praises of Services' Value to Families

Austin, TX — Today at Austin City Hall, Mayor Will Wynn thanked the more than 150 businesses that have already signed up to take part in the 2nd HAAM BENEFIT DAY, slated for Tuesday, October 2, on behalf of the growing number of members being served by the 2 1/2-year-old Health Alliance for Austin Musicians: the city's hard-working, uninsured professional musicians.

With Wynn were representatives of the City, the music community and participating businesses as well as organizers of HAAM, the special organization made up of Seton Family of Hospitals, which provides primary healthcare; St. David's Community Health Foundation Leadership, which provides basic dental care; and the SIMS Foundation, which provides mental-health counseling and addiction treatment services. Currently, HAAM serves more than 800 member-musicians, most of whom are younger than 35 years old.

Also on hand at City Hall were representatives of Austin businesses that have committed to the success of HAAM BENEFIT DAY: Elizabeth Smith of Whole Foods Market, the world's leading natural and organic foods supermarket and America's first national certified organic grocer; John Blakely of Sony Online Entertainment Austin, a recognized world leader in multi-player online games; Roger M. Heaney of Time Warner Cable-Central Texas; Kevin Connor of ME Television; and Tim Taylor, a partner at participating law firm Jackson Walker LLP and chairman of the committee for HAAM BENEFIT DAY.

“Our goal for this year's HAAM BENEFIT DAY is to double the amount of funds raised for this most worthy organization,” said Taylor. “With more than 150 varied businesses signed up — hotels, banks and real estate companies have joined in — and with a few new special features, I'm positive the goal will be met and then some. The Austin business community understands the value of Austin music and is committed to supporting the talented people who make it and who add so much to our city.”

In addition to businesses large and small across Austin pledging 5% of proceeds on HAAM BENEFIT DAY on October 2 or making a cash donation, there will be live radio remote broadcasts and ME Television (Central Texas Ch. 15 & digital 577) will conduct an all-day telethon featuring music by HAAM members throughout. “ME Television is proud to support HAAM BENEFIT DAY by sponsoring this telethon,” said Kevin Connor, VP of music & artists relations at ME Television. “We want music lovers in Austin to know that their donation to the telethon will go twice as far, thanks to a matching grant of \$10,000 from Charity Partners of Austin.”

Individuals who wish to contribute can call into the telethon, make donations throughout the city in tip jars, or they can go online to [www.myhaam.org](http://www.myhaam.org). Last year's HAAM BENEFIT DAY raised \$107,000, including matching grants.

More than 80 Austin bands (many HAAM members) have volunteered to perform on stages hosted by selected businesses around town, from City Hall Plaza and Austin-Bergstrom Airport to IBC Bank and AMLI on Second. Outdoor stages will be set up at locations such as Sixth and Trinity streets, hosted by Sixth (better known as the Pecan Street Owners Association), and The Triangle.

(more)

Also today at City Hall was the premiere screening of a Public Service Announcement that Time Warner Cable-Central Texas will air on 47 cable outlets for four weeks before HAAM BENEFIT DAY. It features a HAAM member-musician, Shelly Knight, and her son, Antone, sharing how valuable services are to families and sends the message that HAAM is good for the entire city. The PSA was created by Time Warner Cable-Central Texas and GSD&M's Idea City. Broadcast-quality beta-SP format copies of the PSA will be distributed to local network affiliates.

"The PSA will capture the hearts and minds of everyone in the Austin area and shows how HAAM helps entire families that might otherwise go unserved," says Roger M. Heaney, director of Public Affairs, Time Warner Cable-Central Texas.

Creation of all HAAM artwork and promotional materials and PSA scripting was done by GSD&M's Idea City.

Businesses already signed up for HAAM BENEFIT DAY include presenting sponsor Whole Foods Market (both Gateway and Sixth & Lamar locations); underwriters Sony Online Entertainment Austin, Time Warner Cable-Central Texas and Charity Partners of Austin; and partners Hyatt Regency Lost Pines Resort & Spa, GSD&M's Idea City, Gibson Musical Instruments, Wal-Mart, ME Television, and Eli Lilly and Company.

Sponsors are Comerica Bank, KLBJ-FM, KGSR-FM, 101X, Jackson Walker LLP, McQueary Henry Bowles Troy LLP, Twin Liquors, Joseph & Williams, Austin Hotel & Lodging Association, Potbelly Sandwich Works, Kula Yoga, IBC Bank, The Austin Chronicle, Austin American-Statesman, High Beam Events, Hyatt Regency Austin and Sixth.

Supporting sponsors are HPI, Amlie on Second, Cencor Urban, Thundercloud Subs (23 outlets), KVET, Waterloo Records & Video, Waterloo Ice House (all locations), Austin Java, Uncle Billy's, Little Woodrow's, Frost Bank, and Delaware North Companies, which operates 19 venues at Austin-Bergstrom International Airport: The Salt Lick Bar-B-Q and Taco Bar, Mangia Pizza, Matt's El Rancho, Schlotzsky's Deli, Austin Java Airport Café and Coffee House, Highland Lakes Bar (The Main Stage), Earl Campbell's Sports Bar, Lefty's on 6th Street Bar and Grille, The Longhorns Store, The Austin Chronicle News, Book People, Austin City Limits, Waterloo Records & Video, Gadgets To Go, Texas Wild Flower and Bluebonnets, Texas Sports Unlimited, Everything Texas, Li'l Texans, and Down on 6th Street.

Others are The Continental Club, Sweetish Hill Bakery, Book People, Therapy, Antone's, Spark's Cards & Gifts, Ruby's BBQ, Austin Visitors Center, Longhorn Collision Center, Strait Music Company, Guero's Taco Bar, Threadgill's World Headquarters, Patsy's Cowgirl Café, Hotel San José, Jo's Coffee Shop, By George, Zanzibar, Mecca Gym and Spa, Blue Star Cafeteria, Mariposas Spanish School, Artz Rib House, Sam's Town Point, Allandale Painters Supply, Birds Barbershop, Iguana Grill, Room 710, Wyndham Garden Hotel, Flipnotics Coffeespace Café, El Interior, Gallery Lombardi, Las Manitas, Ranch 616, Bess, Café Josie, Cheapo Disc, Eclectic, El Sol Y La Luna, Mars, Stubb's BBQ, Shoal Creek Saloon, Irie Bean Coffee Bar, BD Riley's, Magnolia Café, Lost in Austin Productions, Metropolitan Life Insurance Company, Daily Grill, Blind Pig, Shakespeare's, Evangeline Café, The Belmont, Red Fez, Cirrus Logic, Hill's Café, Antone's Record Shop, The Melting Pot, The Side Bar and Panera Bread.

Six city business groups — Austin Independent Business Alliance, Downtown Austin Alliance, West End Alliance, Austin Convention & Visitors Bureau, Austin Hotel & Lodging Association and Sixth — are endorsing HAAM BENEFIT DAY.

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