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## **FOR IMMEDIATE RELEASE**

### **ORGANIZERS ANNOUNCE OPERATION SWAN DIVE 2008: A TWO-DAY MUSIC AND SKYDIVING CHARITY EVENT**

#### **Fundraiser Benefiting 'Lyrics for Life' Seeks Additional Volunteers & Skydivers**

#### **National Band Sister Hazel and Others to Participate and Perform**

**Pepperell, MA – May 7, 2008** – Organizers today confirmed details of Operation Swan Dive 2008 and announced that they are seeking additional volunteers to skydive and raise money to fight Cancer. With over 35 jumpers registered so far, this second annual event will be taking place the weekend of July 19<sup>th</sup> and 20<sup>th</sup>, 2008 at SkyDive Pepperell in Pepperell, Massachusetts and will benefit Lyrics for Life, a Cancer charity founded by Sister Hazel front-man Ken Block.

“The more you talk to people, the more you realize that Cancer affects us all,” said founder Jenny Amidio, a Hollis, New Hampshire resident. “In 2007, we raised over \$65,000 to help fight cancer—we were astounded by the generosity and support we received from the local community and from music supporters. It was the first skydive for most of our volunteers, who found it to be one of the most exhilarating and rewarding experiences of their lives. At this time, we are seeking additional skydivers to help us meet this year’s goal of surpassing the \$100,000 mark.”

Operation Swan Dive is the brainchild of Ms. Amidio and unites her two greatest passions—music and skydiving. At the 2007 event, Ms. Amidio completed her 100<sup>th</sup> jump and personally raised over \$8,000. Ms. Amidio is co-owner of J. Bella salon in Amherst, New Hampshire.

Local beneficiaries of Operation Swan Dive 2007 included: Camp Sunshine in Casco, Maine, the only program in the nation whose mission is to address the impact of a life-threatening illness on every family member, and Andrew's Helpful Hands Foundation in Hudson, Massachusetts, which helps families struggling to deal with a critical illness while making ends meet.

Operation Swan Dive is also seeking volunteers to facilitate throughout the event and corporate sponsors interested in helping meet their ambitious goal.

#### About The Weekend:

Operation Swan Dive is a 2-day event the weekend of July 19<sup>th</sup> and 20<sup>th</sup>, 2008 benefiting Lyrics for Life, a non-profit organization that raises funds for Cancer research and to enrich the lives of those suffering from the disease. The event weekend, which will take place rain or shine at SkyDive Pepperell ([www.skyjump.com](http://www.skyjump.com)), will be filled with skydiving and music and will end on Sunday afternoon with a live concert by members of Sister Hazel. In addition to Sister Hazel, bands currently scheduled to perform throughout the weekend include: Tim Blane ([www.timblane.com](http://www.timblane.com)),

Karl Dietel (of The Samples) ([www.myspace.com/karldietel](http://www.myspace.com/karldietel)), John Taglieri ([www.johntaglieri.com](http://www.johntaglieri.com)), Dave Pittenger ([www.thedpband.com](http://www.thedpband.com)), and Claire Wyndham ([www.clairewyndham.com](http://www.clairewyndham.com)). For more information on the event, visit [www.operationswandive.org](http://www.operationswandive.org).

#### About Lyrics for Life:

Lyrics for Life is a non-profit organization created by Sister Hazel front-man Ken Block. The charity unites musicians and celebrities for concert events, auctions and other fundraising events. These efforts raise money for children's Cancer charities, funding groups that work to find a cure and enrich the lives of patients and their families. Lyrics for Life started in memoriam for Ken Block's younger brother Jeffrey, who ultimately lost his four-year battle with Cancer.

For more, visit [www.lyricsforlife.org](http://www.lyricsforlife.org).

#### About Sister Hazel:

Sister Hazel has sold over two million albums and played more than 15,000 live shows in their 17-plus-year career. The platinum-selling band co-founded the Rock Boat ([www.therockboat.com](http://www.therockboat.com)), the world's largest floating music festival, with Sixthman in 2001. Also in 2001, the band established the charity, Lyrics for Life, which benefits children with cancer. Sister Hazel is: Ken Block (vocals, acoustic guitar), Drew Copeland (vocals, rhythm guitar), Ryan Newell (lead guitar), Jett Beres (bass), Mark Trojanowski (drums). The band can be found online at [www.sisterhazel.com](http://www.sisterhazel.com).

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