



THE ROOTS OF MUSIC AND NOLA BREWING HONOR #GIVINGTUESDAY

Happy Hour with Rebirth Brass Band and Marching Crusaders, Tuesday, December 1, 2015

On **Tuesday, December 1, 2015**, **The Roots of Music** and **NOLA Brewing** will join forces for **#GivingTuesday**, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and celebrate generosity worldwide.

The *free-of-charge* Happy Hour will take place at NOLA Brewing from **5:30PM – 7:30PM** and will feature live performances by **The Roots of Music Marching Crusaders** and **Rebirth Brass Band**. Guests can enjoy **\$1.00 off** pints of Rebirth Pale Ale, NOLA Brewing's first pale ale named in honor of the award-winning brass band and benefitting the non-profit organization dedicated to supporting music education for New Orleans youth. In addition, NOLA Brewing founder Kirk Coco will present Roots' co-founder Derrick Tabb with a check for **\$75,000** – proceeds from the sale of Rebirth Pale Ale since it launched in April 2015.

According to Tabb, "When NOLA Brewing first came to us with the idea for Rebirth Pale Ale, we had no idea what it would mean in terms of financial support for the organization. The amount the beer has raised is truly remarkable and the kids are benefitting from every penny. We are so grateful to Kirk and the brewery and what better day to celebrate than on Giving Tuesday."

The #GivingTuesday Happy Hour will take place at NOLA Brewing, **3001 Tchoupitoulas Street**, from 5:30PM – 7:30PM on Tuesday, December 1st. The Marching Crusaders will perform promptly at 6pm, followed by a performance by Rebirth Brass Band.

About The Roots of Music

The Roots of Music empowers the youth of New Orleans through music education, academic support and mentorship while preserving and promoting the unique musical and cultural heritage of our city. Co-founded in 2007 by Rebirth Brass Band drummer Derrick Tabb and Allison Reinhardt, with programming beginning in 2008, the New Orleans-based non-profit organization provides *free*, year-round music education to low income kids 9-14 years of age, aiming to teach students the necessary skills they need to lead positive, productive, self-reliant lives. Free academic and musical instruction is provided, as well as all instruments, transportation and daily hot meals. The Roots of Music annually serves more than 140 children living all across Orleans Parish from over 40 different schools. For more information or to make a donation, please visit www.therootsofmusic.org

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