

SATURDAY, NOVEMBER 5, 2011



**ANNUAL THINK PINK ROCKS CONCERT**  
TO BENEFIT BREAST CANCER RESEARCH

COUNT DE HOERNLE AMPHITHEATER AT MIZNER PARK





PAST ARTISTS



RAY J



SHONTELLE



FLO RIDA



QUEEN LATIFAH



AKON



MELANIE FIONA



CASSIDY



ASHER ROTH



STEVE RIFKIND





PAST  
DEMOGRAPHICS/AUDIENCE

## THIRD ANNUAL CONCERT - OCTOBER 9, 2010

The 2010 Think Pink Rocks concert brought people to Boca Raton from throughout the United States and communities in South Florida from Miami through the Treasure Coast, including:

**Out of state**

California, Connecticut, Massachusetts, North Carolina, New Jersey, New York, Ontario, and Pennsylvania.

**Miami-Dade County**

Coral Gables, Miami, Miami Beach, North Miami.

**Broward County**

Coconut Creek, Cooper City, Coral Springs, Davie, Deerfield, Fort Lauderdale, Hallandale, Lauderhill, Lauderdale by the Sea, Lighthouse Point, Miramar, Parkland, Pompano, and Weston.

**Palm Beach County**

Boca Raton, Boynton, Delray Beach, Jupiter, Lake Worth, North Palm Beach, Palm Beach, Palm Beach Gardens as well as Wellington and West Palm Beach.

**Treasure Coast**

Port St. Lucie and Stuart

**AUDIENCE INCLUDED:**

4,000 Attendees  
Breast Cancer Survivors  
Families and Friends of those Affected by Breast Cancer  
High School Students  
College Students

60% Female  
40% Male

15% - 12-17  
50% - 18-24  
25% - 25-54  
10% - 55+



EVENT PHOTOS





EVENT PHOTOS





EVENT PHOTOS





## PAST PRESS COVERAGE

### PRINT COVERAGE

*AOL Music*  
*Boca Raton Magazine*  
*Boca Raton Observer*  
*In Touch Weekly*  
*Jewish Journal*  
*New Times Of Broward/Palm Beach*  
*New Times Of Miami*  
*Palm Beach Illustrated*  
*Palm Beach Post*  
*SunSentinel, Think Pink Rocks Co-Founder*  
*Amy Seidman featured in "Life's Victories"*

### TELEVISION COVERAGE

BET Television  
MTV.com  
NBC.com (Network)  
NBC 6 Miami, Pre-interview with entertainer Shontelle  
CBS 4 Miami  
WPTV-TV, Channel 5  
WFLX-TV, FOX 29  
WPEC-12, CBS 12  
WABC-TV, New York, Think Pink Rocks Co-founder  
Stephanie Robin featured in Emmy Award-winning segment on breast cancer research

### NATIONAL/INTERNATIONAL PHOTOGRAPHY

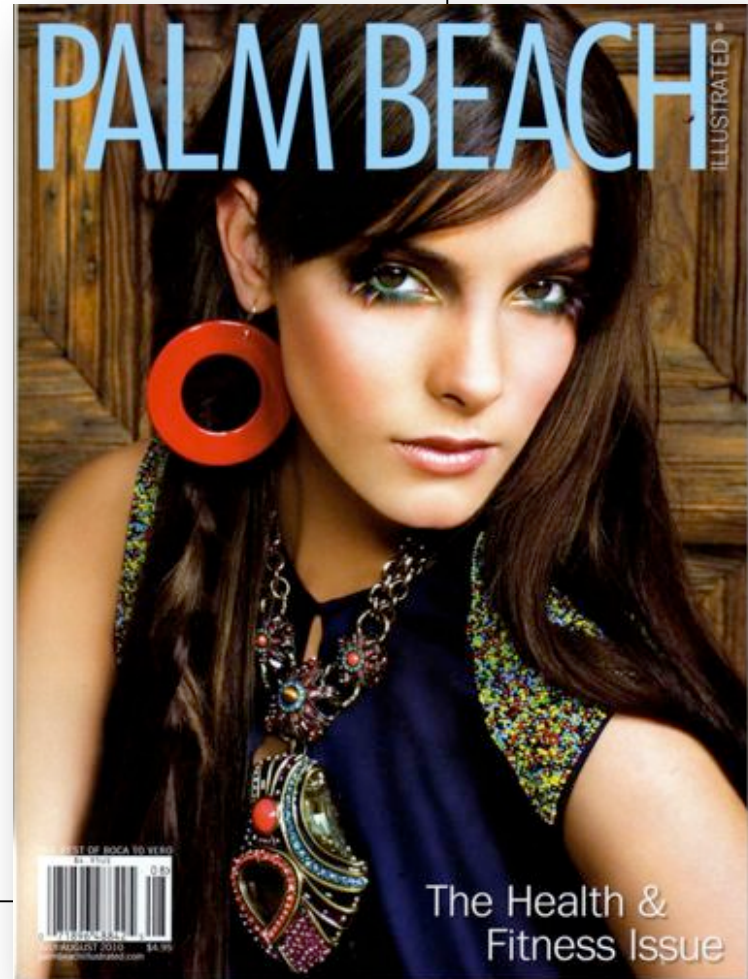
Associated Press Photo  
Getty Images  
Wire Image





PRESS CLIPPINGS

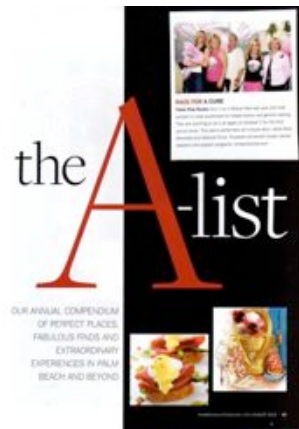
**PALM BEACH ILLUSTRATED MAGAZINE**  
**ISSUE: JULY/AUGUST 2010**





PRESS CLIPPINGS

**PALM BEACH ILLUSTRATED MAGAZINE  
ISSUE: MARCH 2011**





PRESS CLIPPINGS

**BOCA RATON MAGAZINE  
ISSUE: FEBRUARY 2010**





PRESS CLIPPINGS

BOCA RATON MAGAZINE  
ISSUE: JULY/AUGUST 2010



Photo Info

**KING OF URBAN COOL**

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**q&a**

**How did you discover Boca?**

**What prompted your interest in bringing more music to Boca?**

**You also have an interest in bringing Hollywood to South Florida. What are all the big industries living in L.A. trying to do here in our area, and how are you getting involved?**

**Florida is doing a hell of a job of selling itself. How would you like to see the marketing I want to see the government help to make Florida a more than a vacation place?**

BEHIND THE VOICES TOP RADIO STARS | DR. BARTH GREEN SAVING LIVES IN HAITI | LOCAL ARTS GUIDE SUMMER CONCERTS

**boca**

THE (BEST) BOCA RATON MAGAZINE

**BEST of BOCA & BEYOND**

BEST COVER MAGAZINE 2009

BOCARMAG.COM

4710



PRESS CLIPPINGS

**NEW TIMES**  
**ISSUE: OCTOBER 2010**

MIAMI  
**NewTimes**

## Think Pink Rocks

Sat., October 9, 7:00pm

Mizner Park Amphitheater

Price: \$35

<http://thinkpinkrocks.com>

ShontelleMusic.com

### Third Think Pink Rocks Concert Brings Akon, Shontelle, Asher Roth, and Melanie Fiona

*Reed Fischer*

The third Think Pink Rocks benefit, which features a bevy of hip-hop/R&B talent from the SRC

Records roster, hits Mizner Park Amphitheater on October 9. This year's performance roster features Auto-Tune specialist Akon, who performed at the Palm Beach International Equestrian Center back in March, Asher "I Love College" Roth, Canadian neo-soul singer Melanie Fiona, and Shontelle (right), a Barbadian singer flirting with Rihanna-level success with current single "Impossible." Proceeds from Think Pink Rocks will benefit Memorial Sloan-Kettering Cancer Center in New York, the Boca Raton Community Hospital Women's Center for Breast Care, and other breast cancer research charities.





PRESS CLIPPINGS

**THE PALM BEACH POST**  
**ISSUE: Wednesday, September 29, 2010**

"Pink isn't just a color. It's an attitude. It's pretty girl, but I feel like it takes on a whole new meaning," says Robin, 42, currently undergoing treatment for Stage 4 breast cancer, and the co-founder of Think Pink Rocks, a series of concerts at the Center for the Arts in Miami Park in Boca Raton.



The show, whose third edition on Oct. 9 features St. Croix, Pitbull, Melissa Ponzio, Asher Roth and other artists from NBC's *Monday*, raises money and awareness about early detection and genetic testing.

Even though Robin's mother, Lois Nelson, had been diagnosed twice with breast cancer, and though she'd had a mammogram year after year, she was generally prescribed age of 40. Robin said she had no idea that there was such thing as a breast cancer gene, or BRCA-1 and 2.

But then, in 2005, when she was 40, she had a 50 percent risk of getting breast cancer, as compared with a 12 percent risk for women overall. That she knew about it, Robin says, she'd have been checked more frequently, and, she believes, her cancer would have been caught before it spread and metastasized to her lungs.

"I had no idea it was genetic," she says. "If they had told my mother that, and asked 'Do you have children?' if I had known that there were no flags, like having a Jewish background. It's ridiculous that no one told her. Had I known, I would have been checked two, three, four times a year. And the lump wouldn't have grown and the cancer wouldn't have spread to my lymph nodes. It could have been different."

"And my purpose is to make sure that this doesn't happen again."

Reggie at a fund-raising luncheon, Think Pink Rocks became a concert in 2009, featuring Alanis, Pit Bulls and Melissa Ponzio, hosted by Queen Latifah and with an appearance by actress Catherine Zeta-Jones. This year, the foundation is partnering with Florida Five Women's Care, a network of nine South Florida OB-GYNs across the state.

Dr. Kenneth Kunkin, chairman of the Delray Beach-based network, says the doctors like it imperative to address breast cancer, the second most deadly cancer among women, behind lung cancer. "100,000 people in the United States were diagnosed in 2009 - 2,000 were men," he says. "We believe in the notion of what they're trying to achieve."

Four years ago, Robin wasn't an active, just a Long Island girl and full-time mother who'd moved to Boca Raton in 1998 with husband Michael, then a year-old son Coby, and 2-year-old daughter Mylar. While she dedicated herself to being there for her children, her son Coby was the one, she says, "who saved my life."

In April 2004, the two were night-driving on the stretch when Coby suddenly rolled her left breast with a lump, causing pain and, she thought, a lumpy breast. But the lump persisted, and a weekly biopsy showed evidence of malignant cells.

"I was hysterical crying. I was in disbelief. I thought 'It has to be wrong. It has to be a bruise. There's no way. For 36, I have a 2, and a 4-year-old. I have a career and a husband. They made a mistake,'" says Robin, who had a mammogram the previous October whose results were clear.

But it wasn't a mistake - she found out that she did, indeed, have breast cancer, and that with her mother's diagnosis and her Ashkenazi or Eastern European Jewish heritage, she was a candidate for having the BRCA gene. "I had never heard of it. It's mind-boggling to me. That should be a hell, know a fact as . . ." she pauses, and glances at the four-colored phone in her hand.

"That should be so well known so that this phone is pink."

Since Robin remains unaware of gene. And that, simply, is why Robin, who eventually had a double mastectomy with reconstruction and a hysterectomy, started the first Think Pink luncheon in 2007 with friend Elizabeth Wiggins, who lives in Delray Beach.

"I still just can't believe that she didn't have to be diagnosed the way she was. If only she had known about that great ahead of time," Wiggins says. "Her story is ironic. This is unacceptable. Even with all the awareness about this, there are still women who say 'There's a gene!'"

The first luncheon drew 450 people, including strands of Robin's who live in Boca Raton, New York to support her. The next year, the cancer returned and so did Think Pink in 2007, as Robin and Wiggins's resolve to get the word out. Robin began an experimental treatment at Memorial Sloan-Kettering, around the time that Think Pink took a different, more musical turn. A musical friend introduced Robin and Wiggins to Steve Rifkind, chairman of NBC's *Monday* and a new Boca Raton resident.

"I had just moved to Boca and didn't know anyone, and somebody told me about this," says Rifkind, whose father is a breast cancer survivor. "It's a nice thing to do with your family, and if I could help someone, I wanted to."

Think Pink Rocks grew. The first Think Pink Rocks show, in October 2008, brought a star-studded lineup across a pink carpet and a little top-top floor to Boca. It also provided a "surprise" moment for Robin, who remembers that Queen Latifah has her arm around her yelling "Think . . . Pink! Think . . . Pink!" "I was like 'What's happening?'"

"But then, she took me and Think Pink Rocks here down, and her treatment have strengthened her resolve to survive."

"I was prepared to see goodbye. I spent the last several years preparing to die. I thought the odds low to do everything around here, because I didn't think I was going to be here," says Robin, who started a growing workout regimen at CrossFit gym in Boca and in one half and one. "I had amazing. It is a whole new chapter of all of this. I've spent the whole year just being."

As Robin continues her treatment, Think Pink Rocks continues to grow, and only as a concert but as a full-fledged breast cancer charity. The charity has raised through its various efforts about \$400,000.

This past March, a team of donors raised thousands of dollars for Think Pink at the New York City Hall Memorial. She hopes that those women in their pink shirts will make someone else and ask what Think Pink is, and if they do, she's got her to tell them.

"Know your family's history. Knowledge is power. Ask questions. Know what your grandma had, and what your grandma's grandma had," she says. "It could be life-saving. You're your own advocate."

Think Pink Rocks  
 1000 South Dixie Highway, Suite 1000, Boca Raton, FL 33432  
 561-366-1111  
 www.thinkpinkrocks.com

The Palm Beach Post  
**HEALTH**



Stephanie Robin, 42, with Roxy one of her three dogs at home Thursday in Boca Raton. In 2005 Robin co-founded Think Pink a breast cancer charitable organization based in Boca Raton. Robin herself is battling with stage four breast cancer.

By **Leslie Gray Streeter**  
 Palm Beach Post Staff Writer  
 Wednesday, Sept. 29, 2010

There's a lot of pink in Stephanie Robin's life - on her cellphone, and the racing stripe on her truck. It's the name of her Maltese, who's actually a boy - "He's very secure in his sexuality," Robin jokes.

If a male dog can confidently bear the name, Robin believes, it shouldn't be a stretch that pink is also the color of strength, of feminine power, and of a collective force that endeavors, for once and for all, to save as many people from breast cancer as possible.  
 Her included.





## PRESS CLIPPINGS

**NBC CHANNEL 5  
ISSUE: October 3, 2010**



### Concert to raise awareness about breast cancer **Think Pink Rocks**

Posted: 10/03/2010



• [By: Tania Rogers](#)

Boca Raton - Armando Christian Perez, known as rapper Pitbull, will soon be on stage in Boca Raton. He will be performing to raise awareness about breast cancer. Stephanie Robin of Think Pink Rocks is one of the concert organizers.

"50 cent, Shontelle is coming back for the third year in a row, Melanie Fiona, Asher Roth is coming, Brianna, Get Fresh."

The young artists will be performing for a young crowd. A generation Stephanie wants to make sure is aware of breast cancer. Stephanie was diagnosed with stage two breast cancer at the age of 36, which eventually spread to her lungs. "I joined a trial clinical study at Sloan-Kettering in New York that I fly up to every three months for a scan, and this November will be three years that the cancer in my lungs is 90 percent smaller. People must know their family history. People must know that there is a breast cancer gene called the BRCA gene for breast and ovarian cancer and for prostate cancer in men."

Concert ticket sales will be donated to several organizations. "We always support the women's center at Boca Raton Community Hospital, Memorial Sloan-Kettering in New York, we give money to American Cancer Society's Making Strides for breast cancer."

Susan Whelchel, the mayor of Boca Raton, says it's a good cause that will also have an affect on the local economy. "We have 50, 60 hotels rooms booked that are booked as a result of the concert and it's just a phenomenal success all the way around, economically and especially as well as raising money for awareness and support research for cancer."

The Think Pink Rocks concert will be on Saturday, October 9th.

Think Pink Rocks  
<http://www.thinkpinkrocks.com/>  
561-702-6116



## PRESS CLIPPINGS

SunSentinel  
ISSUE: 2010

### UNSUNG HEROES

# Rockin' fundraiser to combat cancer

By Darcy Clinton  
SPECIAL CORRESPONDENT

**Name:** Stephanie Robin,  
**Residence:** Boca Raton  
**Birthplace:** Great Neck, N.Y.

**Family:** Husband, Michael Robin; son, Coby; 11-year-old daughter, Skylar.  
**Career:** Certified teacher now raising her children full time.

**Cause:** Think Pink Rocks, a nonprofit organization raising awareness about the importance of early detection of breast cancer, genetic testing for the disease, and providing funding for screenings, treatment and research.

**Q. Describe your volunteer role.**

**A.** My dear friend, Elizabeth Neplein, and I formed this nonprofit organization in 2005 to increase awareness about what factors put men and women at risk for testing positive for BRCA gene mutations.

**Q. How can educating the community about BRCA1 and BRCA2 gene mutation, testing and genetic counseling help?**

**A.** A woman's risk for developing breast and ovarian cancer is increased if she has a positive BRCA test. Individuals with a family history of cancer or an Ashkenazi Jewish background, have a higher risk for inheriting the harmful BRCA gene mutation. Even men

can inherit it.

**Q. Why is this important to you?**

**A.** I have been battling breast cancer since 2004. I began screening for cancer early but had I known my ethnic background put me at a much higher risk for inheriting the harmful BRCA gene, my screening regimen would have been much different. In six months' time, a 5-centimeter tumor grew undetected in my breast. I discovered the tumor after a flu shot accident left a painful bruise, and my doctor sent me for an early mammogram. I don't want that to happen to anyone else.

**Q. What have you accomplished through this organization?**

**A.** In 2006, when my first treatment was complete, Elizabeth and I formed Think Pink. We held a fundraiser and raised more than \$40,000. In 2008, I learned the cancer had metastasized to my lungs. This second bout fighting and beating the disease reenergized my desire to fight for myself and others. We held fundraisers in 2006 and 2007 before switching to the Think Pink Rocks format.

**Q. Why did you switch the format and venue of your fundraisers?**

**A.** Through the concert venue, we are able to reach thousands of people and that is our main goal — to educate and help as many people as possible. In 2007, I learned



ALUMMITES PHOTO

Stephanie Robin is a co-founder of Think Pink Rocks, which will have its annual benefit concert Oct. 9 in Boca Raton.

the cancer had returned in my lungs. I've been traveling to New York every three months for treatments since then. Knowing your family history and how and when to test for the BRCA gene can save your life. My goal is to prevent others from having to learn this information the way I did, when it was almost too late.

Think Pink Rocks is scheduled for Oct. 9 at the Court de Hounville Amphitheater at Mizner Park in Boca Raton. Artists scheduled to perform include Shantelle, Melanie Fiona, Asher Roth, Ray J and Brandy with a special appearance by Pitbull.

For more information or to purchase tickets, visit [www.thinkpinkrocks.com](http://www.thinkpinkrocks.com) or call 800-711-0090.



## PRESS CLIPPINGS

**SunSentinel**  
**ISSUE: 2010**

SunSentinel  
**Life's Victories**  
FACES OF CANCER... FACES THAT CARE

**AMY SEIDMAN**

**Ten years ago, during my annual mammogram**  
I was diagnosed with breast cancer. I had no symptoms. As expected my family was shocked, scared, sympathetic and willing to be by my side for whatever I decided.

I chose to have a mastectomy and was fortunate enough to have clean lymph nodes afterwards. So I did not have to go through radiation or chemotherapy. My friends and family were so very helpful with my recovery. My daughter and my husband were there for me every step of the way. My father and mother-in-law never let a day go by without a comforting call or visit. My sister-in-law even came to stay with me.

During this time, one thing I did not have is a support group of people that had already been through what I was facing. And I had a 10 year old daughter who was afraid she was going to lose her Mom. Needless to say, my family was my motivation! I was determined to beat cancer so I could raise my only child and grow old with my husband. The cancer patient has to be stronger than everyone because if you fall apart, so does everyone else.

After this experience, I found great comfort in helping others who were also faced with the same challenge. I now spend most of my available time working with the non-profit breast cancer organization "Think Pink Rocks." We help with early detection, BRCA gene testing and with all breast cancer patients. I will NEVER stop raising money and awareness for finding a cure and helping newly diagnosed women.

A color photograph of a woman with short, curly, light brown hair. She is wearing a pink tank top and a necklace with a small pendant. She is smiling slightly and looking towards the camera. The background is a light, textured yellow.



PRESS CLIPPINGS

**BOCA RATON FORUM**  
**ISSUE: September 29, 2010**

**Boca Raton Forum**  
 Wednesday, September 29, 2010 • Vol. 35 No. 34 • www.bocaratonthelocal.com/BOCARATON  
 Pink Pages Sponsored By **CarePlus** HEALTH PLANS, INC.

**NEWS**  
 MARCI SHATZMAN mshatzman@tribune.com

**Think Pink Rocks draws hip-hop music stars for fundraising**

Stephanie Robin could be the poster girl for breast cancer survivors. Model thin and gorgeous, she's in great physical shape at 42 from a rigorous exercise program.

So it takes a few minutes to sink in that she's had lung cancer since December 2007. It's her third cancer diagnosis since stage II breast cancer in 2004 and a 2006 recurrence. Plus, she has undergone extensive surgery to reduce her risk as a carrier of the breast cancer gene.

Yet, surrounded by two of the three girlfriends who started the nonprofit Think Pink Rocks in her honor, and with her daughter, Skylar Rose, 8, in tow, Robin was completely upbeat about her medical condition. "I only have to go to Sloan every three months," she said about her treatment in clinical trials at Sloan Kettering Cancer Center in New York. Her charity's website reports that the treatment is working.

But there's no denying that her situation has given her a new urgency to this year's third "Think Pink Rocks" hip-hop concert on Oct. 9 in the Mirner Park Amphitheatre. Part of the proceeds will go to Sloan Kettering, and some to Boca Raton Regional Hospital, where Robin was treated for breast cancer and the BRCA gene diagnosis.

The concert attracts thousands, and evolved from two luncheons for breast cancer charities. The first, on Oct. 19, 2005 at Congregation Ifrat Israel, raised \$40,000. That was supposed to be it, a one-time thing.

"But when Stephanie was diagnosed, and we knew she was in a fight again, I called Elizabeth [Weprin of Delray Beach, another Think Pink Rocks founder]," said Amy Seidman, of West Boca, a 10-year breast cancer survivor.

So the committee regrouped and threw another luncheon at the synagogue. That one raised \$150,000. But Weprin felt that to move forward,

**IF YOU GO**

**What:** Third annual Think Pink Rocks concert to benefit breast cancer research charities with Asher Roth, Melanie Fiona, Ray J, Shontelle, DJ Cassidy, 50 Cent, Flo Rida, Nelly and Pitbull.

**Where:** Mirner Park Amphitheatre, on the north end of Mirner Park, east side of Federal Highway, just south of Palmetto Park Road.

**When:** 7 p.m., Oct. 9, pink carpet arrives 6 p.m.

**Tickets:** \$40; www.thinkpinkrocks.com or by calling 888-711-9399.

**Details:** Proceeds benefit Memorial Sloan-Kettering Cancer Center in New York City, the Boca Raton Regional Hospital Women's Center for Breast Care, and other breast cancer research charities. Think Pink Rocks is presented by SRC Records/Universal, sponsored by Sun Capital Partners, Inc., and supported by Florida Women Care.

Think Pink Rocks needed something different, the women said. She proposed a concert.

"We all told her she was crazy and that we didn't know how to do a concert," Seidman said. "But she went ahead and booked Mirner."

Then, through mutual friends, something like fate happened. They met Steve Rifkind, of Boca Raton, president of SRC Records/Universal.

**continues on B2**

continued from 4

whose recording artists perform in the concerts. "He said 'yes,'" said Katherine Fleishman, of Boca Raton, the third of the founding trio.

They got the word out to fans of the music through Facebook and other social media, Fleishman said.

Queen Latifah was the emcee at the first concert in 2008, which drew 2,000 people. "We didn't care what kind of concert, we just wanted a name," Seidman said.

This time, Rifkind just announced that 50 Cent will join the lineup with Asher Roth, Melanie Fi-

ona, Ray J, Shontelle, DJ Cassidy, Flo Rida, Nelly and a special appearance by Pitbull.

It's obvious that Robin, who is married and also has a 10-year-old son, remains determined to live her life to the fullest. She formed a team for the New York City Marathon last year, and is planning to do it again in March.

Running isn't just exercise; she's on a mission. "We want to raise awareness of early detection and genetic testing for breast cancer and provide funding for screening treatment and research," she said.



## PRESS CLIPPINGS

joonbug.com - **SOUTH CAN'T HANDLE ME**

ISSUE: October 6, 2010

Sometimes people have situations that they are less fortunate and if I can help, I'm always willing to be a part of it. The last time I did it, I had a wonderful time. That's what drove me to wanting to come back.

**Well, you have a huge hit right now with "Club Can't Handle Me", what was it like to work with David Guetta?**

Just to have the magnitude of fans he has and to see the hardiness, it's just crazy. I've done shows with him with like 30,000 people. He's a great guy, just shooting the video out in L.A. he came out for that. I had a wonderful time working with him.

**The new album is Only One, what can we expect from it?**

Nov. 30 is the album date. It is a double disc. The theme is *Only One*, but the first disc is *Only 1 (Pt. 1)* and the second disc is *Only 1 (Pt. 2)*. It is an intentional approach, just to reinvent myself and take things to a whole new level. I got more melody on this album versus the other two albums prior. I think it's a classic. I can't stop playing it right now.

**Any collaboration on the album?**

I got Ludacris, Gucci Mane. I got my own label, a group I signed by the name of *GU Fresh* on a song called "Why You Up In Here"... I got Akon on the album. Also I am working on putting something together with Nelly.

**Anyone you haven't worked with that you want to?**

I'm a big fan of Outkast, you know. I went on tour with Beyonce, I would've loved doing a record with her.

**What's the next single we can look out for off the new record?**  
The next single we are putting out is called "Oh Baby (Mintada)".

**A lot of people don't know this but you are a pretty studious guy. You went to UNLV and Barry before leaving for music. What would you be if not an artist?**

I had to make a decision, so I was like I want to give what I'm trying to do 200 percent of my time and energy. So I chose music... (Would have been if stayed in school) Definitely been an entrepreneur, start my own business. I follow rules but I really don't like to work for people.

**How would you describe your "fit"?**

What separates me... is my rhyme patterns. I try to give different rhyme patterns. I think that is the catchy part about me alongside my melodic sound that I have.

**Now, you pretty much gave Keshia her start with "Right Round". How does that feel that she is everywhere now?**

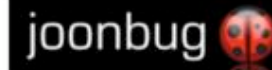
That is definitely a blessing. Just to see her so successful, I am just happy to have worked with her with her first record. Just being in the studio with her, her aura was just so easy. I knew she had that star quality.

**FAN QUESTIONS**

**Alycia from Tallahassee - You've been nominated for three Grammy Awards, any tracks on the new album that will bring the big win?**  
I mean yeah! In creating this album, I made sure that I created records that were all heavy hitters. I don't know which one but I look forward to being nominated.

**Matt from Boca Raton - Any celebrity crushes?**  
Right now, I am talking to somebody.

**Jonathan from Miami - 50 Cent dropped a bit of weight, do you plan to close on him at this weekend's show in Boca, now that you are more jacked than him?**  
Not at all, that's my boy. He's doing films and he is just, that is the look when trying to be a super successful actor, you have to change your look. But he can definitely go back to looking half and all that.



### South Florida "Can't Handle Me"

With a crazy weekend planned, Flo Rida tells Mike Rothman all about his epic return to Miami, including Friday night at LIV and Saturday's star-studded Think Pink Rocks concert for breast cancer.

Wednesday, October 6th, 2010 at 10:23 am | Mike Rothman



It must be nice to be a famous rapper coming back home to the friendly confines of South Florida. Carol City native **Flo Rida** has a busy weekend ahead of him - His birthday

celebration Friday night at LIV in South Beach and then the third installment of Think Pink Rocks in Boca Raton with 50 Cent on Saturday in support of breast cancer and awareness.

Before heading off to catch LeBron and the new Heat squad in the team's preseason opener Tuesday night, Flo took a few minutes to chat it up with Mike Rothman about his monster hit "Club Can't Handle Me", his new album *Only One*, his past working with Keshia and someday wanting to work with the legendary Outkast.

**Mike Rothman - Hey Flo, where you off to tonight?**

**Flo Rida -** I'm actually in Miami. Yeah, I am going to the Heat game, got to check that out.

**MR - So, you're back in South Florida for the weekend, what's the plan?**

For the most part, I party a lot in Miami, South Beach and everything. I like to go to club [LIV](#) [Friday night birthday celebration with sounds by DJ M.O.S. - For [table reservations](#) to Friday night at LIV], and club [Mansion](#).

**You performed at the first Think Pink Rocks in Boca, why come back and support the breast cancer cause?**



PRESS CLIPPINGS

**AOL MUSIC**

**ISSUE: October 2010 UPLOADED**

**AOL Music**

Akon  
BOCA RATON, FL - OCTOBER 09: Akon performs at the Think Pink Rocks concert to benefit breast cancer research charities at Mizner Park Amphitheatre on October 9, 2010 in Boca Raton, Florida. (Photo by Larry Marano/Getty Images)  
UPLOADED ON 10/10/2010 PHOTO BY Getty Images





## SPONSORSHIP OPPORTUNITIES

### **\$50,000 TITLE SPONSORSHIP (1 AVAILABLE)**

#### **Think Pink Rocks will provide:**

- Title recognition as “SRC/Universal Records Presents Think Pink Rocks 2011, Sponsored by NAME”
- Name and/or logo inclusion on all press materials, collateral and advertisements as Title Sponsor of Think Pink Rocks 2011
- Prominently placed banner at Count de Hoernle Amphitheater at Mizner Park during concert (sponsor provides, specs to be provided)
- Logo on official stage banner during concert and pre-promotional banner to be displayed at Mizner Park up to weeks prior to concert
- Opportunity to distribute products/collateral at table placed near entry to venue
- Prominent name recognition/logo/hyperlink placement on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Opportunity to use TPR logo on sponsor website
- Prominent exposure in all social media and internet marketing
- Press release announcing sponsorship with photos of key contacts with TPR team
- Prominent logo placement on tickets
- Prominent logo placement on both Step & Repeat/Media Walls at Artist VIP Party and Concert
- Prominently placed gobo at venue
- Prominent logo exposure on screens at venue
- Prominent logo incorporation into state-of-art laser presentation
- Opportunity for Sponsor/Artist/Audience interactive communication
- Artist gift bag inclusion
- Multiple announcements of sponsorship from the presenter on stage and at Artist VIP Party
- Six (6) non-transferable passes to watch the concert from on stage behind gated area with opportunity to meet artists
- Premium, reserved balcony seating with twenty-six (26) VIP concert tickets (this includes the six (6) on stage passes)
- Fifty-two (52) drink tickets
- Snack buffet for twenty-six (26) VIP guests
- Twelve (12) tickets to Friday night Artist VIP Party, with valet parking
- Six (6) reserved VIP parking passes at the concert

*\*all points negotiable*



## SPONSORSHIP OPPORTUNITIES

### **\$25,000 PRESENTING SPONSORSHIP (2 AVAILABLE)**

#### **Think Pink Rocks will provide:**

- Name and/or logo inclusion on all press materials, collateral and advertisements as Presenting Sponsor of Think Pink Rocks 2011
- Prominently placed banner at Count de Hoernle Amphitheater at Mizner Park during concert (sponsor provides, specs to be provided)
- Logo on official stage banner during concert and pre-promotional banner to be displayed at Mizner Park up to weeks prior to concert
- Opportunity to distribute products/collateral at table placed near entry to venue
- Premium name recognition/logo/hyperlink placement on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Opportunity to use TPR logo on sponsor website
- Significant exposure in all social media and internet marketing
- Press release announcing sponsorship
- Significant logo placement on tickets
- Significant logo placement on both Step & Repeat/Media Walls at Artist VIP Party and Concert
- Significant logo exposure on screens at venue
- Logo incorporation into state-of-art laser presentation
- Opportunity for Sponsor/Artist/Audience interactive communication
- Artist gift bag inclusion
- Announcement of sponsorship from the presenter on stage
- Reserved balcony seating with sixteen (16) VIP concert tickets
- Twenty-eight (28) drink tickets
- Snack buffet for sixteen (16) VIP guests
- Eight (8) tickets to Friday night Artist VIP Party, with valet parking
- Four (4) reserved VIP parking passes at the concert

*\*all points negotiable*



SPONSORSHIP OPPORTUNITIES

## **\$15,000 PREMIERE SPONSOR (2 AVAILABLE)**

### **Think Pink Rocks will provide:**

- Name and/or logo inclusion on select press materials, collateral and advertisements
- Prominently placed banner at Count de Hoernle Amphitheater at Mizner Park during concert (sponsor provides, specs to be provided)
- Premium name recognition/logo/hyperlink placement on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Opportunity to use TPR logo on sponsor website
- Priority exposure in all social media and internet marketing
- Logo exposure on screens at venue
- Logo incorporation into state-of-art laser presentation
- Opportunity for Sponsor/Artist/Audience interactive communication
- Artist gift bag inclusion
- Reserved balcony seating with twelve (12) VIP concert tickets
- Twenty-four (24) drink tickets
- Snack buffet for twelve (12) VIP guests
- Six (6) tickets to Friday night Artist VIP Party, with valet parking
- Two (2) reserved parking passes at the concert

*\*all points negotiable*



SPONSORSHIP OPPORTUNITIES

## **\$10,000 PLATINUM SPONSOR (4 AVAILABLE)**

### **Think Pink Rocks will provide:**

- Name and/or logo inclusion on select press materials
- Prominently placed banner at Count de Hoernle Amphitheater at Mizner Park during concert (sponsor provides, specs to be provided)
- Name recognition/logo/hyperlink placement on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Opportunity to use TPR logo on sponsor website
- Selective exposure in all social media and internet marketing
- Logo exposure on screens at venue
- Logo incorporation into state-of-art laser presentation
- Opportunity for Sponsor/Artist/Audience interactive communication
- Artist gift bag inclusion
- Reserved balcony seating with ten (10) VIP concert tickets
- Twenty (20) drink tickets
- Snack buffet for ten (10) VIP guests
- Four (4) tickets to Friday night Artist VIP Party, with valet parking
- Two (2) reserved VIP parking passes at the concert

*\*all points negotiable*



SPONSORSHIP OPPORTUNITIES

## **\$5,000 GOLD SPONSOR (4 AVAILABLE)**

### **Think Pink Rocks will provide:**

- Name and/or logo inclusion on select press materials
- Prominently placed banner at Count de Hoernle Amphitheater at Mizner Park during concert (sponsor provides, specs to be provided)
- Name recognition/logo/hyperlink placement on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Opportunity to use TPR logo on sponsor website
- Exposure in all social media and internet marketing
- Artist gift bag inclusion
- Reserved balcony seating with eight (8) VIP concert tickets
- Sixteen (16) drink tickets
- Snack buffet for eight (8) VIP guests
- Two (2) tickets to Friday night Artist VIP Party, with valet parking
- One (1) reserved VIP parking pass at the concert

*\*all points negotiable*



## SPONSORSHIP OPPORTUNITIES

### **\$2,500 SILVER SPONSOR**

**Think Pink Rocks will provide:**

- Name recognition/logo/hyperlink placement on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Exposure in all social media and internet marketing
- Opportunity to use TPR logo on sponsor website
- Artist gift bag inclusion
- Six (6) concert tickets
- Twelve (12) drink tickets
- Two (2) tickets to Friday night Artist VIP Party, with valet parking

### **\$1,000 BRONZE SPONSOR**

**Think Pink Rocks will provide:**

- Name recognition/logo/hyperlink placement on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Exposure in all social media and internet marketing
- Four (4) Concert tickets
- Eight (8) drink tickets

*\*all points negotiable*



## SPONSORSHIP OPPORTUNITIES

### **\$500 SUPPORTER**

**Think Pink Rocks will provide:**

- Listing on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Two (2) concert tickets
- Four (4) drink tickets

### **\$250 FRIEND OF THINK PINK ROCKS**

**Think Pink Rocks will provide:**

- Listing on Think Pink Rocks website ([www.thinkpinkrocks.com](http://www.thinkpinkrocks.com))
- Two (2) concert tickets

*\*all points negotiable*



COMMUNITY SUPPORT

**Think Pink Rocks benefits community organizations including Boca Raton Regional Hospital Center for Breast Care, American Cancer Society's Making Strides. Supporters of these organizations attend the concert each year.**

## **CONTRIBUTION TO DOWNTOWN BOCA RATON**

The 4,000 concert goers had a tremendous impact on the businesses in Downtown Boca Raton. In addition, the celebrity guests and their teams stay each year at the Boca Raton Resort and Club.

Mayor Susan Whelchel presented Steve Rifkind with a key to the City of Boca Raton.

Mayor Susan Whelchel proclaimed October 9, 2010 as Think Pink Rocks Day in the City of Boca Raton.

"The Think Pink Rocks crowd was tremendous. A very nice crowd and it was one of our busiest nights of the Fall. We are looking forward to the 2011 concert and will have plenty of staff ready that night."

**— Sean McGrade, owner of The Dubliner**

"We were very busy on the night of Think Pink Rocks. We were happy to see all of the different age groups and families dining with us before and after the concert. We also had some of the artists dining with us and that created a lot of excitement in the restaurant. It was a nice group."

**— Laura Huron, General Manager, Max's Grille**