



Robert Cray

Cancer Survivors Concert

November 6, 2010

Jesse Auditorium

University of Missouri Campus

Columbia, MO



Robert Cray

Cancer Survivors Concert

By The Numbers

\$50,000 show budget

1,700 attendees

100,000 subscribers to email blasts

5,000 show programs to 140 locations

1100 press outlets for press releases

Robert Cray Brings Star Power To Cancer Survivor Concert

Columbia, MO –November 6, 2010 has a red circle on our calendars as a must attend event. International blues star, Robert Cray is rolling onto The University of Missouri campus to fill Jesse Auditorium with big time music and a whole lot of good will.

The concert is a fund raiser for the Vincent P Gurucharri MD foundation that supports Cancer survivors. It is a cause that has touched every family.

“I lost my wife, Sandi, last year to cancer,” says Mark Smith, promoter of the event. “I really wanted to do something for the families that are going through this right now. I felt like I should use my connections as a musician to do the kind of event that would make Sandi proud.”

The excitement around Robert Cray never ends. The laid back guitar master was first seen nationally as the bass player in the party band in the movie *Animal House*. Since his Grammy in 1982, he has toured with Eric Clapton, had Fender name guitars after him. He just finished a European tour and came home to an appearance on The Tonight Show with Jay Leno.

The night offers even more excitement with the addition of Billy D & The HooDoos as the opener. Billy D was born in Chicago, cut his teeth in L.A. and is coming to Columbia from The Pacific Northwest.

Tickets for Robert Cray at MU go on sale Wednesday September 22, 2010 through the MU Website <http://jesseaud.missouri.edu.com>





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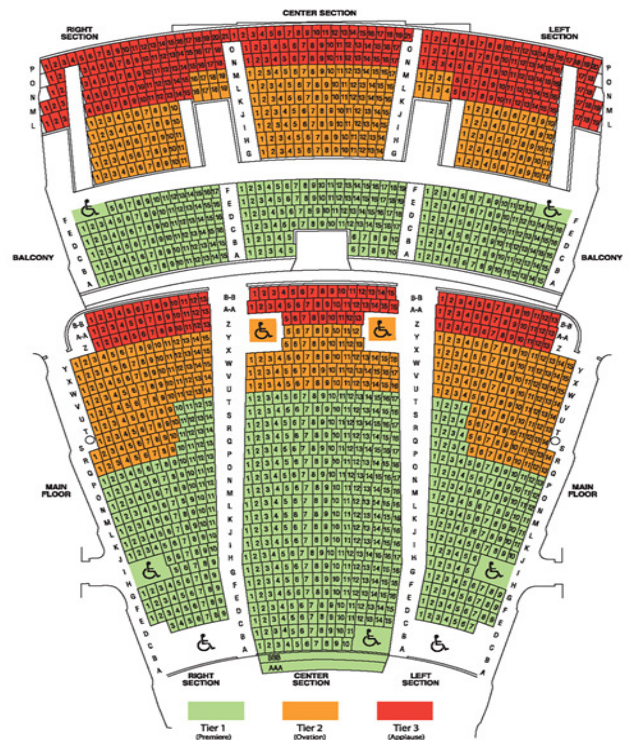
Jesse Auditorium is not only the largest performance venue on the University of Missouri campus; it is also the largest in Columbia. Through the decades, the usage of the auditorium has varied greatly, not only in content, but in quantity.

After the fire of 1892, which destroyed Academic Hall, a new building, was built just north of that site. Until 1922, it was commonly referred to as New Academic Hall. At that time, it was renamed Jesse Hall in honor of Richard H. Jesse, the University President until 1908. The west wing housed the library, and the east wing housed an Auditorium for "entertainment and erudition". The Auditorium, as it was called prior to 1922, hosted everything from spirit rallies to lectures to debates to theatrical productions. All the well-known orators of the day lectured here, from William Jennings Bryan (January 13, 1900) to Amelia Earhart (October 17, 1936).

A million dollar redesign in the 50s gave us the Jesse Auditorium we have today. Located in the heart of the University of Missouri campus, Jesse Auditorium is the preeminent performing arts venue in mid-Missouri. With more than 200 events a year, from Broadway musicals to European opera and ballet; from rock and roll and hip hop to classical and jazz; from bestselling authors to world famous comedians; from lectures to commencements; it's fair to say that there is something for everyone at Jesse. In the inaugural year alone, the auditorium hosted Ella Fitzgerald and Dave Brubeck. The Jesse stage has showcased legends such as Ray Charles, Jerry Seinfeld, Willie Nelson, Bill Cosby, Dave Matthews, & Emmylou Harris just to name a few.

Jesse Auditorium

University of Missouri-Columbia





Robert Cray

The Cancer Survivor Concert

November 6, 2010

Jesse Auditorium—Columbia, MO

Presenting Sponsor.....\$40,000

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200 VIP Seats. Meet and Greet with Robert Cray

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