



FOR IMMEDIATE RELEASE

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“Cool Country Benefit Concert” to support local families at-risk for abuse
Concert leads efforts to reopen Child Abuse Prevention Center in downtown Salem

SALEM, ORE. — A little bit of Nashville, TN will be coming to the Oregon State Fairgrounds. The “Cool Country Benefit Concert,” benefiting the Salem/Keizer based charity ESCAPE, will take place at the L.B. Day Amphitheater on Friday, August 14 starting at 6:30 p.m. Headlining this benefit concert is award-winning singer/songwriter Hal Ketchum with local country artist and rising star Alexis Ebert as the opening performance.

ESCAPE (Exchange, Sponsored, Child, Abuse, Prevention, Effort) is a charity formed by the nonprofit group, The Exchanged Clubs of Salem/Keizer in 1982. ESCAPE opened a Child Abuse Prevention Center in downtown Salem in 1988; the only center in Oregon. Due to lack of funding, the center was forced to close in 2002. Efforts to reopen the center are underway.

Tickets cost \$20 and are available at the Travel Salem Travel Café located on 181 High St. Salem NE, online at escapeconcerts.com, or by phone at 1-800-494-8497. All proceeds from the concert will go towards reopening the Child Abuse Prevention Center as well as local Exchange Club projects.

Artists Background

Hal Ketchum is an award-winning singer songwriter and Grand Ole Opry member. Blazing on the scene in the early '90s, Hal struck radio gold with his first single “Small Town Saturday Night” which shot to number one on the country charts. Hal’s success has continued with 15 top ten hits and selling over five million records.

Alexis Ebert is a 19-year-old singer/songwriter from Albany, Oregon. She started her career at the tender age of eleven, and at fourteen she had one of her first songs, “The Real Me,” featured in the film and soundtrack “Confessions of a Teenage Drama Queen.” In 2008, Alexis signed a co-venture deal with Skyline and Sony Tree ATV in Nashville, Tennessee and is currently working on a new music album.

For tickets and more information about the benefit concert and the artists, visit www.escapeconcerts.com.

The Exchange Club of Salem/Keizer is part of the nationwide network of 100 community-based Child Abuse Prevention Centers coordinated by the National Exchange Club Foundation. Its mission is to make a difference in the lives of children, families and our communities by providing support to families at-risk for abuse. To date, Exchange Club Centers have helped more than 619,763 families break the cycle of violence, thus creating safer homes for 1.5 million children.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$512 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****