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NEWS *Release*

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Celebrity Appearances, Dance Contest and Best Dressed Awards add to fun at River District's **Red Ball Underground Disco** Gala

Rockford, IL -- River District Association's 7th Annual Red Ball fundraising gala is this Saturday, October 10, 2009 at Cliffbreakers Riverside Resort, 700 W. Riverside Boulevard. The lower level of Cliffbreakers will be transformed into an **Underground Disco**, the theme for this year's dinner dance from 6:30 p.m. – 11:30 p.m.

The event is a "Celebration" (Kool & the Gang) of music from the mid 1970s through mid 1980s and supports the ongoing efforts of River District Association to promote and advocate for downtown Rockford. A vibrant downtown is an important quality of life asset for the whole community.

The event is sponsored by (Solid Gold) WREX 13, (Zeppelin) Budweiser/LaMonica Beverages, MedicineMan, Inc., The Rock River Times, Rockford Bank & Trust, (Night Fever) State Senator Dave Syverson, RSM McGladrey, and (Free Bird) Gary W. Anderson & Associates.

Not only will there be Champagne, hors d' oeuvres, and a complete gourmet dinner by Chef Philippe Forcioli made especially for River District's guests, but entertainment includes authentic Disco tunes spun by DJs from Sound Explosion for guests to "Dance, Dance, Dance" (Chic) all night long. Plus, there will be a dance contest and best dressed awards with prizes, celebrity appearances, a silent auction, and grab balls (\$20 each with surprise gifts inside).

Celebrity guests include "Donna Summer", "Charlie's Angels" and "Tony Manero" (look-a-likes) who will mingle with guests and sign autographs throughout the cocktail hour. A special rendition of "Boogie-oogie-oogie" will be sung right before dinner starts by "Tony Manero" and local celebrity Clare Schwartz (owner of High Maintenance Salon and Red Ball committee member).

So, c'mon! Let's get this party started. Call 815-964-6221 now for reservations available through Noon, Friday, October 9. Or stop by the River District office at 127 N. Wyman St., 2nd floor. Also visit the event page at riverdistrict.com for more information.

The mission of River District Association is to promote a growing, thriving, prosperous business and residential community in Rockford's downtown neighborhood, River District. Thank you to the 2009 Platinum Sponsor Partner: WTVO/FOX39/MYNETWORKTV; Primary Sponsor Partner: LaMonica Beverages; Sponsor Partner: Hayes Beer Distributing Co., Morrissey Law Offices.