

ROCK BAND SHIROCK ANNOUNCE BENEFIT CONCERT AT THE ROXY FOR MIDNIGHT MISSION HOSTED BY TWILIGHT'S MICHAEL WELCH

Los Angeles, CA -- February 1, 2010 -- (LSI) --Rock band [SHIROCK](#) have announced their "EVERYTHING BURNS IN HOLLYWOOD" red carpet charity event will take place at [The Roxy](#) in Los Angeles, CA on March 2nd, with hopes of raising awareness around the homeless problem in Los Angeles and generating clothing donations for the [Midnight Mission](#). The night is being hosted by actor [Michael Welch](#) of [TWILIGHT: NEW MOON](#) and will feature special celebrity guests, a fashion show and a headlining performance from SHIROCK who will be showcasing their debut album entitled [Everything Burns](#).

Instead of selling tickets for the March 2nd event, the band is asking for clothing or cash donations to the Midnight Mission. On Friday, February 26th SHIROCK will serve lunch at the Midnight Mission and perform a special acoustic set for the residents of [Skid Row](#).

SHIROCK is a five-piece pop-rock band from Nashville, TN. SHIROCK makes music that capitalizes on the transformative power of rock and roll and its ability to move and inspire people. Produced by Jay Ruston (The Donnas, Cold War Kids), [Everything Burns](#) is an album featuring anthem-driven rock songs with passionate lyrics that convey positive messages of hope. SHIROCK's debut album, [Everything Burns](#) is available on iTunes and in Hollister stores worldwide, giving the band the distinction of being the only independent band to ever grace the shelves. The title of the album comes from the non-profit organization, Everything Burns, started by members of SHIROCK.

For reserved seats in the limited VIP section, please send your name, number of guests, company name (if applicable) and an email address to everythingburnshollywood@gmail.com. The night is presented by the non-profit organization, Everything Burns, started by members of SHIROCK.

SHIROCK:

<http://shirock.net/>

<http://www.facebook.com/SHIROCKmusic>

<http://www.youtube.com/watch?v=B9aTLX3o3kg>

MIDNIGHT MISSION:

<http://www.midnightmission.org/>

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