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## FOR IMMEDIATE RELEASE:

**I do it for Love: Sara Bareilles, Eoin Harrington and Karmina sing for music education:**

**Palo Alto, CA:** “I DO IT FOR LOVE”, a private, intimate benefit concert, reception and silent auction will be held on Saturday evening, July 11<sup>th</sup> from 5-8:30pm at the magnificent Atherton estate of Heidi Roizen and Dr David Mohler. The benefit concert features two-time 2009 Grammy-nominated Sara Bareilles, the first artist to sell over one million copies of a song on iTunes, as well as West Coast Songwriter members Eoin Harrington and Karmina (signed to CBS Records). Produced by **Heart of Silicon Valley**, the proceeds will benefit **West Coast Songwriters** and **Music For Minors**. General seating \$125; and VIP table seats at \$300 (includes premium seating, special gift and VIP backstage pass for a private reception with the artists) are available at [www.hosv.org](http://www.hosv.org) or call 650-856-8041.

Sara Bareilles began her career in high school performing in productions such as “Little Shop of Horrors”. After her graduation from college, Bareilles spent many evenings performing at open mics and working as a waitress on the side. She fell in love with writing and performing her songs; it came from the heart and that’s what it’s all about; for the love of music. Bareilles’ album, *Little Voice* has been certified Gold by the Recording Industry Association of America (RIAA) and shot to #1 on the list of most downloaded albums in its first week of release. Within six months, “Love Song” joined the top 10 songs on the *Billboard Hot 100* list and was certified 2x platinum in April 2008. [www.sarabmusic.com](http://www.sarabmusic.com). WCS Executive director, Ian Crombie was thrilled to hear that Sara would perform to help raise funds for his organization stating that “four years ago Sara Bareilles sent in two songs for the West Coast Songwriters’ International Song Contest. She performed at the Sunset Concert and won first place for her song Gravity. Sara is a great example of staying true to your heart - the key to music success.”

Bareilles’ famous “Love Song” truly describes the road for songwriters. Sara spent a year presenting songs to her label and received cool responses. “I started to get really insecure about it, and then I got really pissed off at myself for caring what anybody thought. ... I went to a rehearsal space one day. I sat down and wrote something for me. And ‘Love Song’ basically wrote itself. It’s totally honest”. She wrote it from the heart, for herself and for the love of the song. Her love of the song made her the breakthrough artist she is today. To remember why we do it, “I did it for love” is a lesson we can all learn from.

Three non-profit groups, Heart of Silicon Valley (HOSV), West Coast Songwriters (WCS) and Music For Minors (MFM) have teamed up to bring this magnificent private house concert to Heidi Roizen and Dr David Mohler’s home in Atherton. The beautiful Italianate villa and Kasbah have been the venues for such prominent visitors as Queen Noor of Jordan,

Francis Ford Coppola, Prime Minister of Belize and Bill Gates among many others. **Dr David Mohler** is Chief of the Musculoskeletal Tumor Service at Stanford University Medical Center where he is Clinical Associate Professor of Orthopaedics. He also serves as the President of Refugee Relief International, Inc., a charity specializing in medical relief missions in active combat zones. David's wife, **Heidi Roizen** is a longtime Silicon Valley entrepreneur and corporate director. She serves on numerous public, private and nonprofit boards and is also the creator of SkinnySongs - the first-ever collection of radio-hit-quality music in which the lyrics are specifically designed to motivate people to reach their weight and fitness goals. Heidi's love for music and her most generous offer to use their house has made this event one to remember for all those participating and attending.

"I DO IT FOR LOVE" is the reason for many musicians to learn, write and perform songs. From school age children to adults, music becomes a passion, a time for self-expression. Learning music at a young age lays the foundation. Recent studies have shown that individuals exposed to music education are more likely to be engaged citizens, go on to higher education, have higher paying jobs and strive more for personal excellence. It is, therefore, imperative that music education start at a young age and continue through adulthood. Music For Minors, West Coast Songwriters and Heart of Silicon Valley have the same dream - support of music education.

For over 30 years, Music For Minors has been bringing comprehensive, well-respected music education programs to elementary schools throughout San Mateo and Santa Clara counties. For many of the children served, MFM programs are the only music education they will ever receive. Music at a young age, lays the ground work for any future musical endeavor. Where MFM leaves off, West Coast Songwriters (WCS) picks up. West Coast Songwriters is in their 30th year serving the community; bringing education, opportunity and community for songwriters and those interested in the music industry from all levels of expertise, ages and need. Whether the goal is personal expression or to make a living in the music industry, knowing how to write a well crafted song or how to recognize one, is key to success in the music field. WCS encourages members to join, for the love of music. WCS is the most active music support networks in the country, with over 15 monthly events up and down the west coast. Members are given numerous opportunities to learn about the art of songwriting, perform their songs, get feedback and have access to some of the most well respected members of the music industry. WCS is there to help anyone interested in writing, performing or working in the industry.

Heart of Silicon Valley (HOSV) was founded in 2002 by a group of young entrepreneurs wanting to combine their considerable networking power and business acumen with their passion for music, philanthropy and community service, their concept has already produced stunning results. HOSV's unique method of presenting local and national artists in high-quality concerts at intimate venues has generated more than \$500,000 for local charities, and engaged hundreds of volunteers, musicians, philanthropists and business in support of these charities. HOSV is a volunteer-run non profit.

Additional artists at this fabulous, one of a kind event, include Irish singer/songwriter Eoin Harrington and Karmina one of the first acts signed to the newly inaugurated CBS Records. Harrington now resides in San Francisco and has already garnered the attention and accolades of numerous heavyweights across the West Coast and beyond. Eoin has shared the stage with the likes of Switchfoot, Thriving Ivory, Tristan Prettyman, Alanis Morissette, Paddy Casey and Back Door

Slam. Karmina the sister singer-songwriters - Kelly and Kamille, possess talent know-how and determination. Kelly and Kamille write, sing, produce and perform music that springs entirely from their own creative designs. They joined West Coast Songwriters at the age of 14 and in 2005 were signed to CBS Records.

**I do it for LOVE** is sponsored by ALICE Radio. Further information can be found at the following websites:

[www.hosv.org](http://www.hosv.org) [www.westcoastsongwriters.org](http://www.westcoastsongwriters.org), and [www.mfm.org](http://www.mfm.org).

# Calendar Listing

## • Benefit Concert

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**WHAT:** **"I do it for Love"** featuring two-time Grammy nominee **Sara Bareilles** And West Coast Songwriters, and local favorites **Eoin Harrington** and **Karmina** Outdoor Estate Concert, Hosted Reception and Silent/Live Auction to Benefit Music For Minors and West Coast Songwriters

**WHO:** Produced by Heart of Silicon Valley (HOSV)

**WHEN:** Saturday, July 11, 2009, 5:00-8:30 pm

**WHERE:** At the Atherton Estate of Heidi Roizen and David Mohler  
Shuttle service provided from Woodside High School

**COST:** Tickets (tax-deductible): \$125 General Seating  
\$300 VIP (Table Seating, Wine & Hors d'oeuvre service, Artist Reception, and other VIP benefits)  
Pre-purchase at [www.hosv.org](http://www.hosv.org)

**INFO:** [www.hosv.org](http://www.hosv.org); [www.mfm.org](http://www.mfm.org); [www.westcoastsongwriters.org](http://www.westcoastsongwriters.org)  
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### **NARRATIVE:**

"I do it for Love" is a special benefit concert for Music for Minors and West Coast Songwriters on Saturday, July 11, 2009, 5:00-8:30 pm in Atherton. The outdoor estate concert, presented by Heart of Silicon Valley (HOSV), will feature three extraordinary singer/songwriters: two-time GRAMMY® nominee singer/songwriter Sara Bareilles, the first singer to ever sell over one million copies of a song on iTunes; Eoin Harrington, Irish Soulman who now captivates San Franciscans; and Karmina, the sister singer/songwriters who write, perform and produce their own music. Proceeds from the concert, hosted reception and silent auction will benefit Music For Minors, a non-profit organization in Los Altos that provides music education to early elementary students—often the only music education they will ever get; and West Coast Songwriters which supports songwriters and performing artists in craft and career development through education and connection to the industry. Heart of Silicon Valley, the producer of this event, is another local non-profit that raises funds for different charitable organizations by bringing people together through music in intimate venues on the Peninsula. "I do it for Love" will be held at the home of Atherton's Heidi Roizen and Dr. David Mohler. For event information, or to pre-purchase tickets visit [www.hosv.org](http://www.hosv.org) or contact Yvonne Wolters, [ywolters@earthlink.net](mailto:ywolters@earthlink.net). Organization info at Music For Minors [www.mfm.org](http://www.mfm.org), West Coast Songwriters [www.westcoastsongwriters.org](http://www.westcoastsongwriters.org), and Heart of Silicon Valley [www.hosv.org](http://www.hosv.org).

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