

FOR IMMEDIATE RELEASE

Give Love Tour 2013 Honors Veterans with Free Family Fun Festival, Motorcycle Run, Food Drive, Mega Concerts and Feeding Homeless Vets

*For 3 Days, from Los Angeles to Ontario then to San Diego, CA,
Communities Pay Tribute to Fallen Heroes as a Duty of Love!*



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SEE OFFICIAL PROMOTION:

Give Love Tour Honoring Vets Free Family Festival, Motorcycle Run, Mega Concerts & <http://conta.cc/15aadgm>

Ontario, CA- August 13, 2013: While millions of Americans will celebrate Veteran's Day with parties, barbecues and a day of rest, the Marcus Heart Foundation will charge the communities of Southern California to *"get up, remember, give thanks and to love a veteran"*!

"Give Love Tour" 2013 is a 3-day Star Studded, Celebrity Filled, Politically Honored and Community Supported weekend from November 9th – 11th. 2013 that begins at the Citizens Business Bank Arena, 4000 E Ontario Center Parkway, Ontario, CA 91764 Lot F, with the **Free Family Fun Festival** taking place November 9th from 10am-6pm. The **Free Family Fun Festival** is comprised of over 100 vendors, live performances, kid zones, a **FOOD DRIVE**, giveaways and more. All veterans in attendance will be honored with a meal and special notes of love from the community on the **"wall of love"** and receive special thanks from various city, state and government officials.

The **FOOD DRIVE** is a citywide call to the communities of Riverside, San Bernardino and Los Angeles Counties to bring non-perishable food to various business locations from now until the **Free Family Fun Festival**. Attendees of the festival are encouraged to bring their non-perishable items on the day as well! *All food donated will be given to the families of deployed, wounded and fallen heroes as well as Veterans in need.* A list of locations will be available at www.givelovetour.com

The festivities continue at the same location with a night of remembrance Mega Concert with R&B Songstress **Ledisi**. The Mega Concert is a charity fundraiser through the Marcus Heart Foundation and portions of the proceeds will go to various Veterans organizations servicing local areas. Doors open at 7pm.

From Ontario, CA to San Diego, CA. the “Give Love Tour 2013” continues with the Mega finale concert at Valley View Casino Center (formerly The San Diego Sports Arena) featuring **Maze ft. Frankie Beverly, The Whispers, Howard Hewett** and many others. The closing night performance concert is also a charity fundraiser sponsored by the Marcus Heart Foundation. Once again, portions of the proceeds will benefit area Veterans. Doors open at 7pm.

Intertwined between the **Free Family Fun Festival** and the Mega Concerts is a **Veterans Appreciation Motorcycle Run** which begins Saturday, November 9th in Los Angeles and will travel to the **Free Family Fun Festival** at the Citizens Business Bank Arena in Ontario, CA. On Sunday, November 10th, the riders will continue from Ontario, CA to San Diego, CA ending their salute at the Valley View Casino Center. Hundreds of motorcycle enthusiast, clubs and individuals are invited to show support in honor of our Heroes who protect and serve our borders and communities for the safety and freedoms of all American people. Also, to families and Veterans who have paid the ultimate sacrifice by giving their lives through their “*Call of Duty*”. The times, locations and ride routes will be released in early September 2013. Due to anticipated response, riders are encouraged to register now.

This heartfelt and emotional event will culminate Monday, November 11th when **HOMELESS VETERANS** will be picked up from homeless shelters to be celebrated with food, a meal and items. This will take place back in Ontario, CA at the Citizens Business Bank Arena. The time will be determined.

Why? *TO GIVE ALL OF US AN OPPORTUNITY TO SHOW APPRECIATION OF AMERICA’S HEROES STANDING GUARD, HAVE PROTECTED OR HAVE FALLEN; TO SHOW OUR DUTY FOR OUR LIBERTIES AND FREEDOM MILITARY PERSONEL AND VETERANS GIVE US!*

The Marcus Heart Foundation goal is to present a weekend effort to restore and revitalize the true meaning of Veteran's Day and the celebration of the courageous brave men and women who sacrifice their lives for our country. In addition, as a nation, it is essential that we preserve the integrity of November 11 as an extra-special day for the American people as a whole to demonstrate their appreciation and recognition of our heroes in a public setting. “*Remembrance gives true meaning to sacrifice and service,*” states Founder Bruce Atlas, father of Fallen Hero Marcus Allen Tynes.

“Millions of American lives were forever altered because they donned a uniform to protect the freedoms and rights we take for granted. We owe an eternal debt of gratitude to them. And acknowledging Veterans Day is the time that debt comes due. It’s our way of keeping faith with former defenders. Over 30 million veterans living today deserve the recognition. This year is an especially poignant time to restore Veterans Day to its rightful place in society,” Atlas continues.

HOW TO PARTICIPATE AS A DUTY OF APPRECIATION:

1. ATTEND the Free Family Festival and bring a non-perishable food item
2. AS A CELEBRITY, come out to speak your support
3. AS A TALENT, donate your time to perform at the Free Family Fun Festival
4. FOOD DRIVE, host a location and/or drop off your items to various local businesses
5. VENDORS, have a booth at the Free Family Fun Festival
6. PURCHASE TICKETS to the Mega Concerts in Ontario/San Diego CA
7. PURCHASE VETERANS TICKETS for Vet Families to attend the Mega Concerts
8. MOTORCYCLE RUN, club or individual riders sign up for the Veterans Appreciation Motorcycle Run
9. SPONSORS/ADVERTISERS, there are numerous areas to advertise, brand and/or sponsor
10. MEDIA, participate through featured stories, interviews and news distribution
11. VOLUNTEER, to assist during the Free Family Fun Festival/Feeding the Homeless Vets

LOCATIONS:

Citizens Business Bank Arena: 4000 E Ontario Center Parkway, Ontario, CA 91764, Lot F

Valley View Casino Center Formerly (San Diego Sports Arena): 3500 Sports Arena Blvd, San Diego, CA 92110

TO PURCHASE TICKETS: www.givelovetour.com

CONTACT: General Questions: info@givelovetour.com

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About The Marcus Heart Foundation:

The Marcus Heart Foundation, under the umbrella of The Community Foundation (a 501c3 non-profit organization serving the Counties of Riverside and San Bernardino Counties in conjunction with various community partners) was created in loving memory of fallen soldier, PFC Marcus Allen Tynes, a member of the United States Army who was killed in Zabul Province, Afghanistan at the very young age of 19 by a roadside bomb while serving our Country. The foundation is dedicated to providing college tuition assistance to high school graduates who are ambitious and seeking to make a life changing decision to pursue higher academic goals. In honor of this proud young hero, the Give Love Tour, Family Fun Festival and Veterans Appreciation Run will raise funds, awareness and non-perishable food items for active, deployed, wounded, veterans, fallen heroes and their families.

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