



# CONCERN FOUNDATION FOR CANCER RESEARCH 38TH ANNUAL BLOCK PARTY

# Oh What A Night!

## Celebrating BEST OF LA 2012 Los Angeles MAGAZINE

The Concern Foundation for Cancer Research, which has been raising funds for Cancer researchers since 1968, proudly announces that over \$1.5 million was raised at this year's 38th Annual "Oh What a Night" Block Party that took place on Saturday, July 14 at Paramount Studios back lot.

This year's honoree was Lance Freed, President of Rondor Music Publishing (a division of Universal Music Publishing Group), and son of the famous DJ Alan Freed, who is widely credited with coining the term "Rock and Roll" to describe the R&B records he played in 1951 on Cleveland's WJW.

This year's theme, "Oh What a Night" celebrating the 60th anniversary of the birth of Rock and Roll, brought people to their

feet dancing to the tunes of the times played by the Tom Nolan Band, The Wonderelles, DJ Dwayne, and local rock band House Fire.

Over 3,500 people enjoyed tastings from 50 restaurants, spa services from LeSpa at the Sofitel, photo studios, and live and silent auctions.

*Los Angeles* magazine, the media partner for the event, outfitted the Best of LA® street with casino style gaming and cocktails sponsored by TANQUERAY®, the Cadillac 2013 XTS experience, body assessments from Equinox, and samples from Clif and Luna bar. With the support of these sponsors, *Los Angeles* magazine donated \$25,000 to Concern Foundation.



**This page:** The Paramount Studios back lot decked out for the event  
**Opposite page:** top to bottom, left to right: Honoree Lance Freed and Concern Foundation President Derek Alpert; couples posed at the TANQUERAY® step and repeat; friends enjoying the Block Party; 2013 Cadillac XTS; guests rocked out to music performed by House Fire; Equinox offered body composition tests and fitness recommendations; performer at the "Oh What a Night!" event; publisher Erika Anderson presents a donation of \$25,000 to Concern Foundation; attendees experienced the 2013 Cadillac XTS; TANQUERAY® cocktail servers; the casino area sponsored by TANQUERAY®; ladies sipping on TANQUERAY® signature cocktails



## Participating vendors

### *Restaurants*

Akasha, Bar Hayama, Blvd. 16, Breadbar, California Sushi Academy, The Capital Grill, Casablanca Restaurant, Chaya Restaurant Group, Factor's Famous Deli, Fogo de Chao, The Glendon Bar & Kitchen, The Grill on the Alley, Herb Alpert's Vibrato Grill & Jazz, Il Cielo, Johnny Rockets, Larchmont Grill, Lawry's Catering, M Cafe, Maria's Italian Kitchen, The Mark for Events, Marmalade, Pink's Famous Hot Dogs, Public School Kitchen & Bar, Rosti Tuscan Kitchen, Sadie Kitchen & Lounge, Samba Brazilian Steakhouse, Sammy's Woodfire Pizza, Savore Cuisine and Events, Someone's in the Kitchen, Tanino Ristorante & Via Alloro Restaurant, Tavern.

### *Desserts*

Clif Luna bar, Crumb Fairey Bakery, Dandy Don's Homemade Ice Cream, DeLuscious Cookies & Milk, Drunken Udder, Gluten Free Goddess, La Provence Patisserie and Café, Love Cakes, Reagan's Recipe, San Genaro Cafe, Se'La Vi Sweets, Z Confections.

### *Beverages*

Asahi Beer USA, Inc., Casa Torelli Italian Wines, Coca-Cola Products, Fireman's Brew, Martian Ranch Wines, Nestle Waters, Pasquini Espresso Co., Reed's Ginger Brews, Stockholm Krystal Vodka, Veev Acai Spirit, Ventura Limoncello, Weavers Coffee and Tea, Wolfgang Puck Cold Brewed Iced Coffee.

