

Virtual Concert To Raise Funds For "relay For Life"

By Squib Marketing

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World music artist Rhida will once again bring his original style of entertainment to the virtual stage as a part of the "Second Life Relay for Life" Sun March 30. Rhida is expected to hit the Stage on The Island of Hiriam for the fund raiser at 3 PM Second Life time. Rhida, who has been a perennial favorite of the digital medium's audience, is expected to draw large numbers to the venue and the event promoters are hoping with his help to so surpass donations from previous SLRFL gatherings.

Those wishing to make a donation can do so at the official RLF kiosk located at the venue during Rhida's performance.

The Tunisian Born musician is donating his performance to benefit the "Relay for Life" cause, which has raised money for cancer research nationwide. Now through the efforts of a medium that knows no geographic boundaries, SLRFL realizes donations from contributors worldwide.

Last year residents of the virtual community raised \$118,000 for RLF.

Relay for Life has been raising money in the interest of cancer awareness and research by sponsoring events in communities around the United States. Most of these gatherings consist of entertainment and information booths surrounding a walking event where participants are sponsored with the commitment of donations. The parades are typically made up of cancer patients, survivors and their family and friends.

In Second Life, however, the traditional RFL event is given a digital twist where those that may not be able to attend the traditional fundraiser can participate from home, office, or wherever they can find a computer and an Internet connection.

Second Life is a digital universe accessed by millions of users usually via personal computers. The Second Life world is broken up into many individual communities most of which are open to the general public. Each area features the efforts of 3D builders and artists that range from the breathtaking to the bizarre.

For more information or to arrange an interview contact Suzanne at: suzanne@squibmarketing.com

Category	Non-profit, Music, Technology
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