

## **Lollipops & Rainbows Foundation Celebrates Official Launch @ Universal CityWalk**

*By Terri Tex, Executive Partner (RTPR)*

*Dated: Apr 21, 2009*

*LOLLIPOPS & RAINBOWS FOUNDATION founded by 8-yr. old Emily Grace Reaves (who stars as "Cindy Lou" in the Hannah Montana Movie), along with a huge roster of celebrities celebrate the foundation's launch with a star-studded party at Universal CityWalk!*

The foundation is dedicated as a tribute to Emily's grandfather Dave Reaves who came up with the idea 10 years ago. The event offers free admission to the public & promises to be the biggest, star-studded fun-filled party of its kind in 2009! Not to mention it will help raise awareness towards 4 special charities closest to Emily's heart.

What is Lollipop & Rainbows? Emily believes in the power of YOUTH which is what the LOLLIPOPS symbolize. She believes no matter how young you are, you can make a difference. The RAINBOW represents the "beauty of all colors"; symbolizing that regardless of color or race, your true beauty lies within.

The foundation supports (4) specific causes/organizations to encourage everyone to get involved and support their charity of choice:

THE "PEACE" LOLLIPOP - The Peace Fund (Protect Educate Aid Children Everywhere)

THE "FAITH" LOLLIPOP - Saint Jude's Children's Hospital

THE "LOVE" LOLLIPOP - Society of the Prevention of Cruelty to Animals (SPCA)

THE RAINBOW - Children Uniting Nations

(PLEASE VISIT THE FOUNDATION'S OFFICIAL SITE AT [www.lollipopsandrainbows.com](http://www.lollipopsandrainbows.com))

Thousands of fans/attendees are expected at the "RED BULL FAN ZONE" to be held at CityWalk's CINEMA PLAZA located in front of the stage and directly below CityWalk's Giant Outdoor Screen. Celebrities and fans will enjoy a LIVE DJ, snacks, product sampling, games, contests, meet & greet with celebrities (who will be signing autographs in a designated VIP area), plus Emily and friends will lead the biggest "Hoedown Throwdown" line-dance contest (as seen in Hannah Montana: The Movie).

Celebrities invited include The Cyrus Family, Dwayne "The ROCK" Johnson, The Jonas Brothers, Will Smith and Jada Pinkett-Smith, David & Victoria Beckham, Ryan Sheckler, The Cast of "Twilight", and many surprise guests!

Special LIVE performances on the CityWalk stage starting at 6:30 P.M. by Rock Band "LAZY RANDY" (Braison Cyrus & Josh Reaves), KEANA, Pop Boy Group "WOW", and NON-P.

WHEN: Saturday, May 2, 2009

WHERE: UNIVERSAL CITYWALK, HOLLYWOOD ([www.citywalkhollywood.com](http://www.citywalkhollywood.com))

100 Universal City Plaza, Universal City, CA 91608

PRESS CHECK IN: 4:30 P.M.

RED CARPET ARRIVALS: 5:00 P.M.

EXCLUSIVE PRIVATE CELEBRITY (VIP ONLY) AFTER PARTY AT THE HARD ROCK CAFE  
8:00 P.M. - 12:00 A.M.

To submit celebrity guests please contact:

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