

Bon Jovi Lead Guitarist Richie Sambora Announces Philanthropic Effort To Assist New Jersey Teen

Program will raise funds for teen Kelly Mahon, provide scholarship money for high school students and give contributors from around the world an opportunity to win items while assisting very worthy efforts

Nov. 9, 2009 - [PRLog](#) -- New York, NY – Richie Sambora, Grammy award winning lead guitarist for the band Bon Jovi, today announced the launch of “You Can Go Home,” his latest philanthropic effort to raise funds and give back to the community through a series of unique promotions and community service projects. The beneficiary of the program will be Kelly Mahon, a Woodbridge, New Jersey teenager whose life has been altered by complications from a brain tumor and whose family is working with Sambora to raise funds to bring Kelly home in time for the Thanksgiving holidays. Woodbridge Township High School students will also benefit from the program, which will involve an online component as well as a grassroots sale of limited edition specially designed keychain, by being eligible to win a \$5,000 college scholarship.

“I am very excited to launch this program, which will assist Kelly and her family to have her come home, as well as helping the young people in Woodbridge Township and other communities be rewarded for community service,” Sambora said. “Bon Jovi fans have always supported our efforts, and it is my hope that people who contribute will learn and be inspired by Kelly’s amazing courage and her very special story. Before she became ill her life was all about helping others, and this program will hopefully lead others to ‘Go Home’ to help in their own communities around the world.”

Mahon was on track to attend Rutgers University on an academic scholarship when she was suddenly felled by a brain tumor in November, 2007, during her senior year at Woodbridge High School. She has been a leader in the community throughout her young life, constantly assisting others and finding ways to raise funds for needy causes. During her treatment for the tumor she suffered a series of setbacks that have delayed her progress and taken a great financial and emotional toll on her family. Sambora learned of the Mahon’s family plight through friends in the community and was inspired to assist the family (already personally raising over \$75,000), while also working with the students at the three Township High Schools and others in the area to come together in community service. The launch of “You Can Go Home,” (inspired by the mega-hit song of the same name which Sambora co-authored with longtime bandmate and collaborator Jon Bon Jovi) is the latest phase of the fundraising, with the goal to have Kelly be able to return home just before Thanksgiving, nearly two years to the day since she was first admitted to the hospital. The funds will make sure that the family is able to adequately care for Kelly, while also serving as a call to action for community service for young people not just in New Jersey but around the world.

Over 5,200 Woodbridge Township High School students will be selling specially designed “Keychains For Kelly” as a fundraiser for the month of November at a special price of \$20.00, with 100% of the proceeds going toward the efforts of “You Can Go Home.” The student who sells the most keychains will take part in a special meet and greet with Sambora at Woodbridge High School on November 24th. Additionally, anyone purchasing a keychain or any other merchandise online at [You Can Go Home.com](#) will be eligible for a drawing to attend the meet and greet, win signed memorabilia from Sambora and Bon Jovi and be entered for the Grand Prize, an all expenses paid all access trip to see Bon Jovi open their “Circle” world tour in Seattle, Washington on February 19, 2010 and go backstage with Sambora. All the details are available on the website.

“You Can Go Home” is the latest in a series of philanthropic efforts by Sambora. He recently donated funds to rebuild the athletic weight room in memory of his father Adam at Woodbridge High School (where he played basketball) and has been active in other charities ranging from Stand Up For a Cure for cancer

research to the Midnight Mission in Los Angeles. The New Jersey native currently resides in Los Angeles and is travelling with Bon Jovi on a global promotional tour before returning to the United States next week. Bon Jovi's latest album, "The Circle," is being released on November 10 and their book "When We Were Beautiful" was released on November 3. Their latest DVD, "Bon Jovi: Live at Madison Square Garden" will be released on December 1.

CONTACT:

Jamey Crimmins
jamey@intuittalent.com
w-732 340 9099
c-908 591 3664

#

Long time sports and entertainment communications, marketing and branding executive now handling a series of consulting businesses and freelance projects. Check out our best practices site at joefavorito.com or email us at fatherknickerbocker1@yahoo.com.

--- End ---

Source	Jamey Crimmins
City/Town	Woodbridge
State/Province	New Jersey
Country	United States
Industry	Music , Marketing , Arts
Tags	Richie Sambora , Bon Jovi , Woodbridge , New Jersey , Rock Music , Sports , Brain Tumor Research , Celebrity Philanthropy
Link	https://prlog.org/10407237



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online