

Bolo's Bash Success Creates an Annual Fundraiser

Orlando, FL – October 10, 2009 – Alce Events produced the first Annual Bolo's Bash fundraiser in honor of Sabastian "Bolo" Marquez, benefiting B.A.S.E. Camp Children's Cancer Foundation. In addition to their event planning and design, Vanessa Alce joined fundraising efforts with B.A.S.E. Camp and the Marquez family. Together, they reached a larger range of corporate sponsorships, raising \$6,000, and exceeding their goal.

Bolo's Bash has created another avenue to help B.A.S.E. Camp Children's Cancer Foundation continue to provide a plethora of programs to Arnold Palmer and Florida Hospital's children with leukemia and other hematological diseases. Their milestone parties celebrate a child's completion of chemotherapy treatments. Movie nights and overnight camps allow the young patients to create memories with their families and other children, and provide a sense of normalcy in the face of diseases that take extra courage and strength to endure. B.A.S.E. Camp also provides food baskets and gift certificates to families experiencing financial hardship due to their children's medical expenses and reduced incomes.

In an effort to raise awareness about Bolo's Bash, Alce Events utilized the popular social media sites like Facebook, MySpace and Twitter to spread the news quickly, and contacted other companies in the event planning industry to help this great cause. Bolo's Bash was a huge success due to corporate sponsorships from MarketLeverage, Mid Florida Hematology and Oncology, P.A., Nukes Mobile Detailing and InformaSoftware. Additional donations were received from the Rix Lounge, Marriott Orlando Airport, Room Service and Event Rentals, Bahhari, Justus Foto, AOK Networks, Dell, VANS, Samurai Sushi, AnimalShelter.org, Roy's Safe and Lock and KROMA Makeup Studio.

Jackie, the director of B.A.S.E. Camp stated, "it was truly a FIRST CLASS event! Your promotion of the event was professional, and the venue Rix Lounge was beautiful. Everyone was impressed! Vanessa, you truly know how to host and coordinate an event! You are in the right business; KUDO's for a job well done!!!" Alce Events continues to promote B.A.S.E. Camp through the social networks, and is volunteering for future events.

About Alce Events

Alce Events is a comprehensive event management firm that encompasses the talent and skills necessary to produce events that accomplish their client's goals, allowing them to fully benefit from their functions and focus on their guests. Alce Events provides all inclusive services for weddings, corporate and social events, and fundraisers. They serve Orlando, FL and the surrounding areas. For more information about Alce Events, please visit www.alceevents.com. Media Contact: Vanessa Alce, Alce Events LLC, (321) 765-4088.