



## **Music Group Buckcherry to Raise Awareness of Child Abuse**

**The “Rescue Me Campaign” Launches For April’s National Observance of Child Abuse Awareness and Prevention Month**

**Group Also Announces Special NYC Show  
To Benefit Childhelp as Part of their Awareness Campaign**

**Tickets Go On Sale Friday, April 3<sup>rd</sup>**

New York, NY (April 2, 2009) – Chart topping rock band Buckcherry have announced a new campaign aimed at fighting child abuse. This effort will coincide with the month-long awareness activities of April’s National Child Abuse Prevention Month culminating with a blowout benefit show on May 15<sup>th</sup> at The Fillmore NY at Irving Plaza to benefit Childhelp.

The “Rescue Me Campaign” will officially kick off this month with the launch of a public service announcement that features an acoustic recording of the hit Buckcherry song “Rescue Me.” The band will build awareness for the cause and for available help for victims through interviews with the media and at their shows via on-stage announcements and printed literature from Childhelp, a leading national non-profit organization dedicated to helping child abuse victims. The Childhelp National Child Abuse Hotline at 1-800-4 A CHILD is at the center of the band’s message.

For the entire month of April, Clear Channel’s online music portal, [www.iheartmusic.com](http://www.iheartmusic.com) will distribute the 30 second spot. This PSA was created using Buckcherry’s performance of “Rescue Me” on Clear Channel’s STRIPPED program. To see the extended PSA with a full performance of “Rescue Me,” please visit <http://www.buckcherry.com>.

The band, which has been touring arenas across the country, will hold an intimate benefit concert, Friday, May 15th at The Fillmore NY @ Irving Plaza with a portion of the proceeds going to Childhelp. This benefit offers fans a unique opportunity to see the band in a small setting for a special cause. Joining Buckcherry that evening are Pop Evil and Royal Bliss. Tickets go on sale on Friday morning and can be purchased at <http://www.livenation.com/edp/eventId/406392/>. For more details please visit <http://www.buckcherry.com>.

Buckcherry lead vocalist Josh Todd originally read *A Child Called It*, the renowned tale of abuse and neglect by Dave Pelzer, when it was assigned as homework to his daughter. Unable to shake the feelings the book conjured in him, Todd and co-writer Keith Nelson wrote “A Child Called It” and “Rescue Me” for their new album, *Black Butterfly*.

“If we can reach and save just one child or even their abuser from joining the terrible cycle of violence and abuse, then I will do whatever I can to support them. As a father, I can’t bear to think of children being abused, and knowing that we will help point them in a direction where they can get help is very important to us,” says Buckcherry’s Josh Todd.

Adds Keith Nelson, “We hope that by standing up and saying ‘This is not ok; there is help out there,’ we can make an impact. April will take on a new meaning for me and the band, knowing that it brings attention to Child Abuse Prevention.”

To donate for this cause, please visit [www.Buckcherry.com](http://www.Buckcherry.com).

### **About Buckcherry**

Dubbed the Next Great American Rock Band, the multi-platinum, Grammy-nominated Buckcherry are co-headlining arenas nationwide in support of their fourth album, ***Black Butterfly***, which was named iTunes Rock Album of the Year and has produced three multi-format hits including “Don’t Go Away” and “Rescue Me.” “Rescue Me” is currently in the top 15 on the Active Rock Radio chart. The band scored its first Top 10 single, “Sorry,” on the Hot 100 Billboard Chart in 2008, and in its 12-year career been best known for anthemic rock songs. The Los Angeles-based band is currently co-headlining a North American arena tour with Avenged Sevenfold, Papa Roach and Saving Abel.

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