



LIVE WRIGHT SOCIETY™

NEWS RELEASE

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***Dallas Pays It Forward!* at House of Blues Friday, March 9th** **Live Wright Society Hosts Eclectic Night of Art, Music & Film, and Literature** **for Six Worthy Causes**

(Dallas - March 1, 2012) Live Wright Society (www.livewrightociety.org) launches ***Dallas Pays It Forward!*** at the House of Blues, 2200 N. Lamar in Dallas, on Friday, March 9th with an eclectic lineup of 50+ talented musicians, artists, authors and dancers from Dallas, New York, Nashville and China. The goal of the evening is to bring the Dallas community together, to learn about Live Wright Society's six worthy causes and what they can do to ***Pay It Forward!***

A documentary, a year in the making, will showcase 34 short stories about the inspirational people behind the Live Wright Society's causes; **Multiple Sclerosis, Crohn's and Colitis, Aging Out of Foster Care, Lou Gehrig's Disease, Organ Transplant, and Music Brings** (Healing and Hope). Doors open at 7 p.m. and the Show starts at 8 p.m. Tickets are \$40, \$50, and \$100 and can be purchased at Live Wright Society <http://www.livewrightociety.org/dallas-pays-it-forward.html>.

"Dallas has always been a Can Do City! On March 9th an extraordinary group of people will come together to honor and celebrate creative expression along with joy, kindness and friendship," said Mayor Michael S. Rawlins, City of Dallas. *"At the same time they will challenge all of us to Pay It Forward! I hope you will join us in making a difference not only for Dallas citizens but for people wherever you live and work."*

What started as a small mother-daughter project has grown into an international community of inspirational conversations, creative experiences and pay-it-forward actions. Founded by Milly Xu and daughter Jenny Bai, Live Wright Society, uses music, art, film, and literature to raise awareness for worthy causes.

"Through art, film and live performance, our goal is to encourage attendees to learn how they can Pay It Forward," said Jenny Bai, Executive Director, Live Wright Society. *"Many people want to get involved but don't know what to do. This unique and creative event will offer the opportunity to learn and become a part of a bigger movement of collective positive actions."*

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The evening's lineup of entertainment includes Singer/Pianist Jenny Bai, dancers Milly Xu and David Herrera, actor/singer and Founder of the Music is Medicine Foundation J Mack Slaughter, Jr., dancer Anthony Roberts, singer Greg Barnhill, Lady Diamond, Tony Davis & Co, Instant Karma, Atomic Tangerine, RoyalTees, Allegra Cohen, Bryant Wharton, Full House, Annalise Bush, Laura K Webb, and Robin Hackett.

"According to Peter J. Rappa, M.D., "Each emotional energy center in our body has a resonance, like a note of music or a stroke of the artist's brush, and great works of art, music, literature or film awaken the spirit. When we sing, dance, paint, write or watch a movie it opens our heart and facilitates the release of neurotransmitters in the brain that make us feel good -- and that leads to healing."

Fine art and photography will also be on display, and Build.Buzz.Launch. Media Experts (www.buildbuzzlaunch.com) will round out the literary aspect of the evening with book signings by several of their authors, including Dr. Peter J. Rappa, Dr. Kyle Smith, Elizabeth Lawless, Brian Moreland, Mabel Cannings, Mike Looney, and Austin-based photographer, Todd Williams.

"There are so many good causes out there to support. So, how do we choose?" asked Bai. "Usually with our hearts. We support things that move and shake us. Live Wright uses music, art and film, and literature to raise awareness because these are the mediums that are most compelling to our passionate side, often the strongest decision maker in our system. In the end, we don't just want to make a good impression. We want to make a lasting one. Paying It Forward only works if it happens on repeat," Bai added.

Sponsors of the event include: ICREA, Inc., Cooper Fitness Center, Build.Buzz.Launch. Media Experts, McCarthy Building Companies, Inc., W Dallas Victory, Kohl's and Dallas Summer Musicals. For more information about Live Wright Society visit www.livewrightsociety.org.

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