



NEW YORK STATE SENATOR

Martin J. Golden

Italian Americans unite to raise money for victims of the abruzzo earthquake

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May 17, 2009

NEW YORK, May 18, 2009 – PRcision, a full-service events, promotions and public relations firm, has partnered with Americana Luxury Vodka, and Brooklyn-based Lioni Heroes and John Della Pasqua/Red Wing Industries, to host an exclusive event on Friday, May 29th to raise money for the victims of the April 6th earthquake which occurred in the Abruzzo region of Italy.

The event will take place on Friday, May 29th at Suite Nightclub, located at 437 88th Street in Brooklyn, New York. Radio station, 92.3 NOW FM will broadcast live, and the party will feature several celebrity guests as well as a live musical performance. Proceeds will benefit The Federation of Italian American Organizations (FIAO) of Brooklyn Earthquake Relief Fund.

Senator Marty Golden stated, "My Brooklyn community and America was shocked to hear the news of the earthquake in L'Aquila, Italy. As citizens of the world, it is important that we come to the aid of these victims and their families to help them, as they helped us after the September 11th terrorist attacks, recover and rebuild. I

am confident that the people of our neighborhood will open their hearts and wallets to support these efforts. May we be mindful of this tragedy and keep all those effected in our prayers at this time. I look forward to supporting the event on May 29th and commend PRcision for coordinating an event with such a great purpose."

The earthquake hit the Italian region of Abruzzo on April 6th, 2009 and L'Aquila, the city's capital, was reported to have the most damage. Over 300 people were killed, 40,000 citizens displaced from their homes, and more than 15,000 buildings were destroyed or damaged.

"This event would not be possible without all of the support we've received, and for that we are truly thankful to everyone involved," said Anthony Rapacciuolo, Founder of Staten Island based PRcision. "We're especially excited because we are increasing awareness among the younger demographic within the five boroughs," added Craig Tubiolo, Partner of PRcision.

"As a representative of one of the highest concentrations of Italians outside of Italy, I am proud when one of my constituents takes it upon himself to render assistance to those in need around the globe," said Councilman Vincent Ignizio of Staten Island. "It's important to help disaster victims worldwide. But as an Italian-American, I can't say that I am not especially touched when my efforts reach the towns and neighborhoods of my ancestry."

For more information, advance tickets, and a full list of sponsors please visit

About PRcision:

For More Information Please Visit:

<http://www.PRcision.com>

About Americana Luxury Vodka:

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For More Information Please Visit:Produced at the nation's oldest family distillery, Americana is the country's first Luxury Vodka. Using only the finest grains harvested from our heartland, and combining only the purest water sourced from 300 feet below sea level, a new tradition has been born. From the bottle's intricate craftsmanship, to the vodka's crisp smooth finish, Americana captures the spirit of the greatest nation on earth. It was created with one goal in mind, to further promote life, liberty, and the pursuit of happiness. Every country has its vodka, and now after 231 years, we have ours!<http://www.AmericanaVodka.com> <http://www.RebuildItaly.com>. Ticket proceeds to benefit The Federation of Italian American Organizations of Brooklyn Earthquake Relief Fund.

PRcision is a full-service events, promotions and public relations firm that solves all of your communication needs. Our team specializes in everything from traditional media outreach, event planning, and fundraising to video creation and social media. The phrase "strategic communication" has become the catch phrase within the industry, but what do these two words mean to your company? At PRcision, our definition is as follows: Combining the most relevant means of traditional and innovative outreach to increase awareness in a cost-effective and scalable manner. Our name is a direct result of what we achieve for our partners: Precision in Public Relations.

"While the earthquake took and altered many lives, we are presented with a unique opportunity: to stand alongside the earthquake victims in their darkest hour, hold out our hands and help them to their feet," said Councilman Vincent Gentile of Brooklyn's 43rd District. "I urge every city resident to give whatever they can to help rebuild the lives and families affected by this tragedy, and to take a moment to appreciate our own good fortune and close-knit communities that allow us to do such good for others."

About Lioni Heroes:Lioni Heroes is a family owned and operated salumeria that offers over 150 of the Best Brooklyn Italian Heroes. We also provide catering platters, buffets, party size heroes, an a la carte menu and the best homemade Mozzarella!

Our delicious heroes are all named by acclaimed Italian role models that have influenced our lives in more ways than one. Our Brooklyn Italian Heroes are made fresh using Boars Head Cold Cuts and Monteleone & Cammerari Famous Brooklyn Italian's bread. Lioni Heroes was ranked number 29 out of 30 in the Zagat Survey. They call "Lioni Fresh Mozzarella the Creamiest in Town!"

For More Information Please Visit:

<http://www.lioniheroes.com>