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**Seminole Hard Rock Hotel & Casino Hosts “White Tie for Literacy”  
Gala to Benefit Twan Russell Life Skills and Reading Foundation on  
September 19**

***10<sup>th</sup> Anniversary Celebration Will Feature Red Carpet Celebrities, Athletes and  
Entertainment by Emmy Winners and America’s Got Talent Favorites  
Nuttin’ But Stringz***

**HOLLYWOOD, Fla.** – Seminole Hard Rock Hotel & Casino will host the “White Tie for Literacy” Gala to benefit the Russell Life Skills and Reading Foundation (RLSARF) in Ballroom A on Saturday, September 19. The reception will begin at 7 p.m. with dinner, dancing, Chinese Auction and entertainment beginning at 8 p.m. Current and retired professional athletes, along with influential community leaders, will celebrate ten years of literacy advocacy and help raise funds to build additional centers to serve at-risk youth.

This special evening will feature entertainment by siblings Tourie and Damien Escobar, otherwise known as the innovative musical group Nuttin but Stringz. The Julliard-trained violin duo that incorporate a mix of rock, pop, classical and hip-hop music have won two Emmy Awards and have appeared on *The Ellen DeGeneres Show*, *The Tonight Show*, *The Today Show* and more. They have been featured in the film *Step Up* and played shows with legendary artists Al Jarreau, Patti LaBelle, Chaka Khan, and The Isley Brothers, to name a few. Their debut album, *Struggle from the Subway to the Charts* (2006), marked a transitional period for them on their voyage to becoming men and respected musicians. The *America’s Got Talent* third place winners also performed at the inauguration ball for President Barack Obama. Attendees will also dance the night away to the sounds of Rock With U Entertainment with Ninalicia from the Y100 YO! Show.

The RLSARF was established in 1998 by former NFL Miami Dolphins linebacker Twan Russell. It currently serves more than 450 children in Broward and Miami-Dade Counties. Growing up, Russell observed the high illiteracy rate of inner city youth in the local communities, experienced the challenges caused by illiteracy and witnessed the lack of educational reinforcement resources available. His dedicated community efforts have earned him numerous awards and commendations including the prestigious Nat Moore Community Service Award which recognizes a Miami Dolphins player for his involvement in the South Florida community.

“Literacy is the cornerstone to life. Everyday we read the paper over breakfast, reports at work, books in school, magazines on the train, and stories before bedtime,” said Russell. “However, 21 million Americans cannot read at all and 40 million adults in this country are ‘functionally illiterate,’ reading at or below a fifth grade level. This means one out of every four people we see every day--on the street, in the mall, or at work--cannot read things we take for granted.”

In addition to the foundation, Russell is also involved in numerous boards in South Florida. He serves as chairman of the education committee at the United Way of Broward, is a board member of the Florida Youth Athletic Association and leads the finance committee at Christ the Rock Community Church.

"We're proud to sponsor Twan Russell and his foundation in the mission to promote literacy in our community," said Ryan Rogers, public relations manager of the Seminole Hard Rock Hotel & Casino. "Establishing an early interest in reading is an important stepping stone on the path to a successful life."

For sponsorship information and tickets to the "White Tie for Literacy Gala," please visit [www.russellreadingroom.com](http://www.russellreadingroom.com), or contact Tracy Schuldiner at 954-921-3787 or [events@russellreadingroom.com](mailto:events@russellreadingroom.com).

#### **About the Russell Life Skills and Reading Foundation**

The Russell Life Skills and Reading Foundation (RLSARF) is a non-profit organization, committed to fighting illiteracy among high-risk youth through its mission of "Opening Books to Open Doors." RLSARF provides certified teachers to assess and to instruct using proven methods such as phonics, word recognition, comprehension and other interactive reading material to break the cycle of multigenerational illiteracy and cultivate a love for reading and a passion for learning. RLSARF Community outreach initiatives include The Russell Reading Room, Mentoring and Counseling and the Helping Hands program. These programs aim to instill a deep love for reading and respect for the life-changing possibilities offered through literacy and enable the Foundation to achieve its vision of "opening young minds to the boundless opportunities available to the educated." RLSARF centers are established in seven locations across Broward County and North Miami-Dade and primarily serve minority, economically disadvantaged children. The centers also feature free after-school and summer programs as well as family assistance.

#### **About Seminole Hard Rock Hotel & Casino**

Seminole Hard Rock Hotel & Casino provides quality guest experiences where South Floridians can play, stay, dine, and shop. Eighty-nine tables offer Blackjack, Baccarat, Mini-Baccarat, Pai Gow Poker, Three Card Poker, Texas Hold'em Bonus Poker and Let it Ride on a nearly three-acre casino floor. Play one of the more than 2,400 Vegas-style slots including the Native-American casino linked Multi-Area Progressive Jackpots and Mega Jackpots. Separate high-limit rooms for table games and slots, in addition to a non-smoking room are available for guests to enjoy. Loyal Player's Club members experience an exclusive VIP Plum Lounge and celebrity show kitchen. Convene in The Poker Room at Seminole Paradise for Texas Hold 'em, limit Texas Hold 'em, Seven Card Stud and two dollar and four dollar limit Omaha Hi Lo games. Located inside the casino is Hard Rock Café-Hollywood, part of Hard Rock's 125 globally recognized rock 'n roll themed restaurants. The Green Lodging Certified by the State of Florida, AAA, Four Diamond rated resort showcases 500 luxurious guest rooms, 16 restaurants and lounges, 40,000-square-feet of meeting room space, a European-style spa, auto salon, 22 retail shops, 14 nightclubs, Paradise Live, and Hard Rock Live. Located on State Road 7 (U.S. 441) in Hollywood, Florida. Take I-95, exit Stirling Rd. and travel west to 1 Seminole Way. For more information, call (954) 327-ROCK, 1 800-937-0010 or visit us online at [www.seminolehardrockhollywood.com](http://www.seminolehardrockhollywood.com).

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