



LOWCOUNTRY SPLASH “RACE TO ROCK”

For Immediate Release

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Charleston’s premiere swim event marks 10 years of the Lowcountry Splash and is celebrating this anniversary with the First Annual **“Race to Rock”** concert. Join us on Saturday, May 28th at Wild Wing Café on Coleman Boulevard in Mt. Pleasant for a night of music by one of the Lowcountry’s favorites, National Recording Artist, Eddie Bush.

Eddie and the Lowcountry Splash have been unknowingly linked for years by Eddie’s brother Alex who participated in the swim. Alex’s life was tragically cut short in a car accident late last year. Alex was a law student at the Charleston School of Law and to help keep Alex’s generous spirit alive, Eddie created *The Alex Bush Memorial Scholarship Fund*. The Fund will give other law students financial support in their pursuit of the career in law that Alex was working towards.

The Lowcountry Splash benefits the Logan Rutledge Children’s Foundation, a non-profit organization established in the loving memory of Logan Jennings Rutledge who was born July 30, 2001 at the Medical University of South Carolina. Logan weighed just 1 lb, 12 oz., and after a courageous battle, died on August 26, 2001. The foundation has raised more than \$70,000 over the years for programs that promote health and welfare of children at MUSC’s Neonatal Intensive Care Unit, as well as other various children’s charities.

The **“Race to Rock”** is a joint fundraiser for both organizations. For Bush, the music comes easy, and he feels it’s a great way to honor our loved ones’ memories. “I

believe it's a natural fit joining the Alex Bush Memorial Scholarship with the Lowcountry Splash. Both are dedicated to helping young people achieve the best life can offer. I was flabbergasted when I found out, after I signed on, that Alex had participated in the Splash a couple years in a row, and apparently loved it. It's clearly meant to be, and a positive way to remember both Alex and Logan."

The Lowcountry Splash brings not only hundreds of swimmers, but their families and friends to town. "We thought this is just a great way to end the day and we hope to make this an annual concert to close out the event," said Mark Rutledge, Lowcountry Splash Director.

The show starts at 10:00 p.m. and a raffle will also be held that night that includes an iPad2, a hybrid kayak-paddle board and an electric guitar. Tickets for the raffle can be purchased in advance at Wild Wing Café, 644 Coleman Blvd, Mt. Pleasant. Admission is free for the "**Race to Rock**" concert, and all donations made will be split by both organizations.

For more information visit about the "**Race to Rock**" and both charities visit: www.lowcountrysplash.com and www.EddieBush.com

We would like to thank our wonderful sponsors in helping make this event possible, Wild Wing Café, Q104.5, Y102.5, News Radio 94.3 and WEZL 103.5, and Shem Creek Music Center.