

## FOR IMMEDIATE RELEASE

### LINDA VAUGHN, MARIO ANDRETTI TO HEADLINE 3<sup>RD</sup> ANNUAL 500 PRELUDE EVENT

*Pre-Event to Kick-Off Indy 500 Week at The Indianapolis Motor Speedway Museum Benefiting the Survivors of Violence Foundation*

**INDIANAPOLIS** (May 5, 2016) – **BRANDED Management**, a sports and entertainment management, events and public relations agency, announced today the third annual **500 Prelude benefiting the Survivors of Violence Foundation** will be held on Monday, May 16, minutes after the opening day of practice for the 100<sup>th</sup> Indy 500 concludes. **The Indianapolis Motor Speedway Museum** will host the fundraiser from 6:00 p.m. to 9:30 p.m. The First Lady of Racing, **Linda Vaughn** will host and the event will feature a slew of racing legends including **Mario Andretti**. Media personality **Laura Steele** will emcee the event.

*“This event celebrates and honors the lives of survivors and recognizes how the foundation supports survivors in reclaiming their lives. Helping the survivors is a privilege and we are grateful to IndyCar and then the Indianapolis Motor Speedway Museum for providing such an outstanding venue for this meaningful event.” said foundation founder, Dr. Gregory Chernoff.*

**The 500 Prelude** will kick-off the month-long celebration of the Indianapolis 500 in prime fashion prior to the 100th running of the iconic race. The rebranded **Indianapolis Motor Speedway Museum** will serve as the backdrop with its unrivaled collection of automobiles and racing artifacts. The space represents rich heritage at the world-renowned raceway museum set inside the famous 2.5-mile Indianapolis Motor Speedway grounds.

Chernoff Cosmetic Surgeons hope to continue the tradition each year to raise awareness for the beneficiary of the event. The Survivors of Violence Foundation was started in 2002 by Dr. Chernoff and survivor Royia Grizzell. The foundation provides reconstructive surgery and scar therapy to survivors of violence with the greatest financial and health care needs.

Patrons will mingle with more than 300 key influencers, racing enthusiasts, Indy 500 drivers and other Indianapolis personalities, while dining on cocktails and hors d’oeuvres. Also, party goers will have the opportunity to bid on racing memorabilia, driving experiences, and gift certificates from local businesses. Tickets to attend cost \$75.00 with all proceeds to benefit the Foundation. To purchase tickets, please visit: <http://www.500Prelude.org>.

The event will feature a racing themed menu by **Jug’s Catering**, an open bar, which will feature **Jim Beam** bourbon, **Mr&MrsT**, **Pinnacle** Vodka, beer from **Heineken**, and a selection of wine from Andretti Winery and additional selections courtesy of **Levy Restaurants**. Additionally there will also be a popcorn bar, courtesy of **Just Pop In** and featured cars from **Ed Martin Automotive Group**.

For additional event information or to inquire about sponsorships or press, please contact: Jen Beaver, 317.496.7898, [jen@brandedmgmt.com](mailto:jen@brandedmgmt.com) and Klint Briney, 305.915.7652, [klint@brandedmgmt.com](mailto:klint@brandedmgmt.com).

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**About Chernoff Cosmetic Surgeons:**

Dr. Gregory Chernoff is a triple board certified aesthetic facial plastic and reconstructive surgeon with offices in Indiana and California. Dr. Chernoff has dedicated his practice to aesthetic plastic surgery, hair replacement, cosmetic laser therapy, and research. He is committed to using his extensive experience and capabilities and warm, caring approach to help patients achieve their desired aesthetic goals. Dr. Chernoff has been featured on Dateline NBC, ABC and CBS Nightly News, the BBC Worldnews, and in Newsweek, Time and W Magazines. He is globally recognized for his scar therapy and trains physicians around the world.

Chernoff Cosmetic Surgeons is located in Indianapolis, Indiana and Santa Rosa, CA, with additional offices in Newport Beach, and Beverly Hills, California. Contact Chernoff Cosmetic Surgeons at (317) 573-8899 or visit us online at [drchernoff.com](http://drchernoff.com).

**About the Survivors of Violence Foundation:**

The Survivors of Violence Foundations mission is to bring compassionate care and healing to victims suffering from painful physical injuries or disfigurements caused by injury, violence, or abuse. Providing reconstructive treatment accelerates both physical and emotional healing. This improves the quality of life of survivors, helping those with the greatest financial and health care needs. Dr. Chernoff's foundation was inspired by Royia Grizzell, a victim of the tragic Oklahoma City Bombing.

**About BRANDED:**

BRANDED Management is a full-service Sports and Entertainment Marketing and Public Relations agency that specializes in strategic marketing, brand management, event planning, public relations and philanthropic initiatives. BRANDED is led by industry veterans Jennifer Beaver and Klinton Briney, bringing over 20 years of combined knowledge and expertise to the table—making BRANDED one of the most diverse agencies in sports and entertainment space. For more information, please visit BRANDED online at <http://www.BRANDEDMGMT.com>.

All press must be credentialed to cover the event. For consideration, please contact:

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