



## McKinney signs eight bands for the 2014 Triangle Corporate Battle of the Bands benefiting Urban Ministries of Durham

*UMD vows to sell out VIP tables that get rock lovers closest to the action*

Durham, NC (August 14, 2014) — Eight Triangle companies will fight to end homelessness through rock 'n' roll at the 2014 Triangle Corporate Battle of the Bands. The event brings Durham together for a night of music that raises money for a different local charity each year. Hosted by McKinney, the Battle will take place on the American Tobacco Campus lawn on Saturday, September 20, at 7:30 p.m. and will benefit [Urban Ministries of Durham](#), the city's premiere emergency services organization that provides food, shelter and a future to neighbors in need. The event will include band performances by the following Triangle companies:

**Bank of North Carolina** – *Cardinal Rule*

**Cormetech** – *CleanAirCats*

**Deep South Entertainment** – *The Deep South All-Stars*

**Elster Solutions** – *Killa Wattz*

**Jenkins, Wilson, Taylor & Hunt** – *Joint Venture*

**McKinney** – *Blackwell*

**SunTrust** – *The Shine*

**United Therapeutics** – *The Unitherians*

Organizations and individuals who want front-row Battle seats can purchase VIP tables. Each table includes 10 seats near the stage and an exclusive Battle experience. Anyone who reserves a table also has the convenience of purchasing food ahead of time to be served during the event.

“Our VIP tables are not only the best seats to take in our Battle competition,” said McKinney Chief Operating Officer Joni Madison, “they are also a great way to make a meaningful donation to the critical work of Urban Ministries of Durham.”

Since the first Battle in 2006, the event has netted more than \$650,000 for local charities and has become Durham's most anticipated night of rock 'n' roll. This year's exclusive presenting sponsor is Nationwide Insurance. Gold sponsors are American Tobacco Campus, McKinney, Triangle Business Journal, Capital Broadcasting Company and The Herald-Sun. Silver sponsors are RTI International, Greater Durham Chamber of Commerce, United Therapeutics, Durham Performing Arts Center, Olive & Olive, P.A., and Prologue Games. Bronze sponsors are Durham Magazine, Universal Meeting Management, Inc., Plan

365, Inc., Alliance Architecture, Atlas Stageworks, Triangle Orthopaedic Associates, JJ Froehlich, Durham Bulls and Merge Records.

The rain date for the event is Sunday, September 21. To reserve a VIP table, complete a [purchase form](#). For more information on the Battle, this year's bands and general admission tickets, visit [trianglebattle.com](http://trianglebattle.com).

### **About McKinney**

Founded in 1969, McKinney's mission is to help our clients by creating big ideas that grab people emotionally and change the way they think, feel and behave. McKinney is recognized for having one of the most innovative business models in the industry focused on delivering creativity that influences the world. The agency has been honored by the industry's most prestigious award shows, including the Cannes Lions, the Effies, the One Show and the One Show Interactive, and the IAB MIXX Awards (including two Best in Show). McKinney has been recognized as one of the Best Places to Work in Marketing & Media by Advertising Age and one of a handful of agencies setting the standard for creativity by One Magazine. The agency's clients include Sherwin-Williams, Nationwide, Nationwide Financial, Travelocity, Samsung, Mentos, World of Coca-Cola, ESPN, Mizuno USA, Hankook, Gold's Gym, CenturyLink, Dognition, Big Boss Brewing and Urban Ministries of Durham. McKinney is part of Cheil Worldwide, one of the world's leading marketing communications networks with 59 offices in 37 countries. One agency with two doors, McKinney has offices in both Durham, North Carolina, and New York. To learn more, visit [mckinney.com](http://mckinney.com) and follow [@mckinney](#).

### **About Urban Ministries of Durham**

Urban Ministries of Durham offers food, shelter and a future to poor and homeless neighbors, helping end homelessness for 289 people in a single year. The Community Shelter offers case management and welcomes about 140 homeless neighbors every night, with 80 beds for men, 26 beds for women and nine family rooms. UMD's Community Café serves some 600 meals a day, donated and prepared largely by community volunteers. The Clothing Closet and Food Pantry help over 450 households per month, on average. To learn more, visit [www.umdurham.org](http://www.umdurham.org).

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Contact:

Janet Northen  
McKinney  
Director of Agency Communications  
919.313.4062  
[janet.northen@mckinney.com](mailto:janet.northen@mckinney.com)  
[@jnorthen](#)