



Sarah Dollhausen, Executive Director
(414) 445-9079
sarah@trueskool.org

FOR IMMEDIATE RELEASE

CELEBRATING THE LIFE OF ROCK DEE, THE ART OF DJING AND SUPPORTING MILWAUKEE'S YOUNG ARTISTS

Milwaukee youth non-profit, TRUE Skool, is hosting a daylong series of events to honor the life of legendary Milwaukee DJ and TRUE Skool instructor, Rock Dee, as well as to celebrate the art of DJing and raise funds for a new "Just Rockin' Scholarship" fund for TRUE Skool's youth participants on Saturday, July 20th at Wherehouse (818 S. Water Street, Milwaukee).

"Rock Dee was instrumental in the Milwaukee music community throughout his life and career," said Sarah Dollhausen, TRUE Skool's Founder and Executive Director. "I remember Rock as a giver; he always looked out for others, even before himself and was known to give a lot of musicians and DJs their first break."

Rock Dee was TRUE Skool's first DJ instructor. A mentor to many, he was always looking for ways to elevate those around him. After his passing, his family donated most of his DJ and studio equipment to help start TRUE Skool's "Just Rockin' Music Program" — curriculum that has touched the lives of hundreds of students and carries on his musical and philanthropic legacy to this day.

The day's events will be broken up into three parts:

JUST ROCKIN' DAY PARTY...A DJ TRIBUTE TO ROCK DEE

Noon-7 PM. Wherehouse patio. \$5 minimum donation. All ages.

Featuring DJ sets by some of Milwaukee's best, including: Lando Land, Reggie Reg, Avets, Z Smoove, Blade, Supreme, Jackmaster D, Kid Millions, NuStyles, E. Rich, DMT, JDL, and Dr. B. Also featuring live art and a special performance by Rock Dee's son, John Schaeffer.

TRUE SKOOL BOAT CRUISE FUNDRAISER

8—11 PM. Docking at the Wherehouse. \$35 (included entry to After Party). Ages 21+.

DJs Bizzon and Trini — hip-hop vs. reggae — will keep the party moving on the water with the Festa Italiana fireworks as a backdrop. Cash Bar. Ticket price includes food, raffle ticket and the best party you'll go to all summer (ask the people who came last year).

JUST ROCKIN' AFTER PARTY

10 PM—1:30 AM. Wherehouse. \$10 minimum donation. Ages 21+.

Legendary DJs Mike Love and Wolf D will end the day right with hip-hop and old school sets all night long at Wherehouse.

For a full schedule of the day's events, visit www.trueskool.org. Boat cruise tickets and \$40 all-day passes are on sale now and can be purchased on TRUE Skool's website or in-person at TRUE Skool's offices (4850 W. Fond du Lac Avenue) between 10AM and 5PM Monday through Friday.

All proceeds will support TRUE Skool's Urban Arts Program and fund the "Just Rockin' Music Scholarship" which will help music students pay for equipment and school costs.

TRUE Skool's mission is to use the urban arts as a tool to engage youth in social justice, community service and civic engagement.

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