



NEWS RELEASE

November 29, 2010

Contact: Cyndi Greathouse
859-699-3334
cgreathouse@HorseAidLive.org

Marty Casey, Singer and Songwriter, Joins Horse Aid Live Board of Directors

LEXINGTON, KY – Horse Aid Live welcomes Marty Casey to the Board of Directors. The Chicago-based award winning singer and songwriter lends his music industry expertise and experience to the horse industry, marketing, financial, and promotion professionals that comprise Horse Aid Live's Board of Directors.



Horse Aid Live blends Marty's large philanthropic attitude with his love of animals and music. "Horse Aid Live appeals to me not only for its mission to raise money for homeless horses, but also the concerts and other 'live' events are such a positive medium to accomplish their goals." said Marty.

"We are honored to have Marty join our Board of Directors." stated Cyndi Greathouse, Horse Aid Live Executive Director. "He will bring a much-needed performer's perspective and vision to our concerts, festivals and other events. Marty's presence on the Board allows us to pick his brain and utilize his extensive experience from the initial planning phases of the varied Horse Aid Live events."

Marty Casey shot to fame as runner-up on CBS-TV's hit Rock Star: INXS, and the buzz he created on the 2005 reality show escalated to a full-blast musical fury of songwriting, touring and recording. He hit the high notes with his critically acclaimed CD, "Marty Casey and Lovehammers," which the Washington Post called "a well-polished hard-rock collection;" opened for INXS on the first leg of their world tour, had his first headlining tour in 2006, released a DVD of a special HammerJam Chicago concert, and a Christmas album titled "Merry Christmas (All Year Long)." He continued to blaze new trails with his electrifying performances, first with his band, the Lovehammers, and, then in June 2008, as the lead singer for L.A. Guns. In 2009, Marty and the Lovehammers released their latest album, "Heavy Crown." This summer, the Lovehammers opened in Chicago for KISS.

The winner of the John Lennon Songwriting Contest with "Rain on the Brain," Marty and Lovehammers - longtime favorites on the Chicago rock scene - chartered inroads as opening acts for such rock heavyweights as Nickelback, Jerry Cantrell, Interpol, New Found Glory, Cake, and Gomez. In 2004 the band's DVD, "Live/Raw" debuted at No. 1 on the Billboard musical DVD chart.

Marty's on-stage and private personas are as disparate as his songs. While performing before thousands of fans he is "in your face" brash, bold, and intensely charismatic, preparing for the rigors of the energy-zapping, high-impact performances by stretching, warming up with a vocal tape, and eating right. "Mentally, I put on my gear and transition into performance mode," he says. "I try to keep it light mentally because I get so worked up on stage that it is best to chill before the show begins or I risk becoming manic. I think it boils down to finding a nice balance point to leap into the show from."

The other side of the balance scale is the enigmatic private Marty, who keeps his personal life out of the spotlight. Those close to him say he is low-key, timid even, but still intense in the way he connects and communicates with people around him. Described as "thoughtful," and "gracious," he is attentive, witty, quick to laugh, articulate and engaging. To learn more about Marty Casey, please visit www.martycasey.com.

Horse Aid Live, Inc. (HAL) is a non-profit charitable fundraising organization which provides horse enthusiasts, horse industries, and supporters of equines of all breeds a way to give to one entity which then distributes annual grants to non-profit organizations that support and provide humane treatment, shelter, and care to equines of all breeds – the United Way for horses.

Horse Aid Live events are now scheduled in Houston, Texas in April 2011 and Lexington, Kentucky in May 2011. For more information on Horse Aid Live, its events and how to get involved, please visit www.HorseAidLive.org or contact Cyndi Greathouse at cgreathouse@HorseAidLive.org or 859-699-3334.

###