**FOR IMMEDIATE RELEASE**

**Contact Person: Wendy Thomas**

**Company Name:** Thermal Belt Outreach Ministry (Outreach)

**Phone Number:** 828.894.2988

**Address:** P.O. Box 834, Columbus, NC 28722

**Email:** [**wendy.thomas@tboutreach.org**](mailto:wendy.thomas@tboutreach.org)

**Outreach to Benefit from Joe Lasher, Jr. Concert Saturday**

Thermal Belt Outreach Ministry (“Outreach”) will be the beneficiary of a concert this Saturday, March 28, 2015 at the Saluda Party Place and Event Center.

Joe Lasher, Jr., a Buncome County native, is launching his country music career with an eight-stop concert tour of towns across Western North Carolina. Proceeds from all concerts will benefit local Manna FoodBank partner agencies. Manna’s partner agency in Polk County is Outreach.

“This is exactly the type of community cooperation that we welcome,” said Carol Newton, Outreach’s Executive Director. “Outreach will benefit from the ticket purchases and from the concession items that are sold. In addition, concertgoers will also be able to bring a donation of five cans of food to the live performance on Saturday night in lieu of purchasing a ticket. All contributions of canned food items will be donated to Outreach’s food pantry, which serves Polk County residents in need.”

The 18 year old Singer/Songwriter is making waves in Southern Country Rock music, with a broad appeal across all age groups. Although he's young in age, his voice and musicianship have been described as being that of a more seasoned veteran.  His music can be heard on his website, [www.joelasherjr.com](http://www.joelasherjr.com) or on the singer’s YouTube channel. Fans can connect with Joe on his Facebook page as well.

Lasher’s tour is being sponsored by Ingles Markets and is being promoted by 99.9 KISS Country. The partnership between Ingles and Joe Lasher, Jr. grew out of their shared values of giving back to the community of Western North Carolina, and specifically working with Manna FoodBank. Ingles is the foodbank’s leading benefactor, donating over 2 million pounds of food in 2014. Joe Lasher, Jr. contributes to MANNA through local nonprofit, Backyard Bow Pro ([www.NoHungryPeople.org](http://www.NoHungryPeople.org)), and he has a real enthusiasm for giving back to the community.

Tickets for the concert are available at Outreach’s office (134 White Drive, Columbus, NC) and at the office of the Tryon Daily Bulletin (16 North Trade Street, Tryon, NC). If you have any questions about the event, please call Carol Newton at (828) 894-2988.

Outreach is a 501(c)(3) nonprofit organization founded in 1991. The organization's mission is to provide compassionate assistance to Polk County residents who are unable to provide for their basic life needs. For more information on Outreach, please visit www.tboutreach.org.