

For Immediate Release

March 12, 2018



**CORE TO SERVE AS THE OFFICIAL CHARITY OF THE
2018 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW**

The nonprofit benefiting the families of food and beverage service employees will be this year's charity of choice for one of the biggest industry events of the year

NASHVILLE, Tenn. – [CORE](#)—a nonprofit granting support to children of food and beverage service employees navigating life-altering circumstances—will be the official charity of the 2018 Nightclub & Bar Convention and Trade Show, happening March 26-28 at the Las Vegas Convention Center. The [NFL Alumni Association](#) (NFLAA) will be joining CORE to participate in the largest gathering of bar, nightlife and beverage professionals in the world.

Kicking off festivities, CORE will be sharing a video of one of their families on Tuesday, March 27 at 9:45 a.m. On Wednesday, March 28, CORE Executive Director Lauren LaViola will be leading an educational session with CORE partner Partender and former NFL player Barrett Brooks titled, "Do good. Look good. Feel good. Why giving back is always on trend!" Two of CORE's Las Vegas-based families will be there to share their stories and experience with attendees following the session.

Stationed at booth #200 on the Nightclub & Bar Show expo floor, CORE and the NFLAA will interact with guests and host a "Putt with the Pros" contest, where participants can donate \$10 to the organizations in exchange for the chance to putt against NFL alumni, Barrett Brooks and Victor B. Cohen. The winning participants will be entered to win a grand prize. In addition to Brooks and Cohen, former NFL players in attendance will include NCB Show keynote speaker Ron Jaworski, Reggie Kelly, Vince Young and Gary Brackett. There will also be a silent auction featuring autographed sports memorabilia along with other surprise items. All the proceeds from the putting contest and the silent auction will benefit both CORE and the NFLAA.

"We are so grateful to Nightclub & Bar Show for making us their charity of choice for the third consecutive year," LaViola said. "Partners like them and the NFLAA have a big place in our hearts and allow us the opportunity to share about CORE and help even more families in the industry that we love. We're looking forward to an exciting and successful 2018 event!"

Additional Nightclub & Bar Show events will include a Welcome Kickoff Party, expert lectures, panel discussions, workshops, exhibitors, nightlife activities, networking and more. For the complete schedule of events and to purchase tickets, visit their website at www.ncbshow.com.

About CORE

CORE is a 501c3 charitable organization founded in 2004. The organization grants support to children of food and beverage service employees navigating life-altering circumstances. Through the support of an active board, experienced leadership team and CORE ambassadors across the country, the nonprofit has been able to actualize their mission and grant support to these families during the worst moments of their lives. Over 350 families in more than 30 states have been helped to date, with over \$3 million raised by the organization. To connect with CORE and stay up-to-date on happenings, follow them on [Facebook](#), [Instagram](#) or [Twitter](#). Visit www.coregives.org for more information on CORE.

About Nightclub & Bar Media Group

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the [Nightclub & Bar Show](#), [VIBE Conference](#), Nightclub & Bar Awards, and produces daily content on www.nightclub.com.

###

NIGHTCLUB & BAR SHOW MEDIA CONTACT:

Jaclyn Dadas / Lea Komitzky / Rebecca Baia

Kirvin Doak Communications

ncbshowpr@kirvindoak.com

702.737.3100