

For Immediate Release

**Sound Affects set to rock the Westchester mall with Carly Rose Sonenclar and the Microsoft Store at The Westchester**

*Nonprofit will hold event on September 24, 2016*

Sound Affects, a nonprofit that raises money for cancer biotech solutions via a crowdfunding portal that aligns with independent musical artists, is hosting an event in conjunction with the Microsoft Store at The Westchester on Sept. 24, 2016 from 3-5:30 p.m. EDT. The event will be hosted by X-Factor star, Carly Rose Sonenclar.

Sounds Affects' artists will participate in a fundraising "challenge" for a chance to perform at the event. The top fundraising artist will win a meeting with Republic Records' A&R team.

"As supporters of both the arts and anything that helps fight cancer, we are thrilled to support Sound Affects. Music is so powerful and Republic Records is proud to harness that power in a way that serves the public," says Brett Alperowitz, Senior Vice President of A&R for Republic Records.

The event is also sponsored by Guitar Center.

Founded by Dr. Mona Jhaveri, Sound Affects is a 501(c) 3 nonprofit organization dedicated to changing how the war on cancer is fought and financed.