

## POTPOURRI

### SPCA Has a Rockin' Success With Event

*Paula Stuart*

*Published: Thursday, August 11, 2011 at 8:15 p.m.*

The SPCA in Lakeland reports its recent event, Rockin' for the Animals was a tremendous success, with more than 120 people in attendance. Performers included Finesse and the Las Vegas Sound Brass, Stan Prinston, Bill Castner, Richie Merritt, Ken Brady's Casinos, Bobby Palmero, and Jelvis.

Their silent auction included items such as Posh Salon & Spa packages, Texas Cattle Company gift certificates, Direct Air trip tickets, wine tasting parties, day and weekend stays at hotels in Clearwater, Tampa and St. Augustine and more. Proceeds from the silent auction brought in almost \$2,000.

Overall, the event made more than \$3,000 for the SPCA, an increase over last year's total. Organizers of the event say the success was thanks to the hard work of The Avenue Hotel, Lakeland's staff and promotions by Hall Communications, especially WONN's Jim Hendrix.