

Worcester, Massachusetts August 23-29, 2012

night & day
music

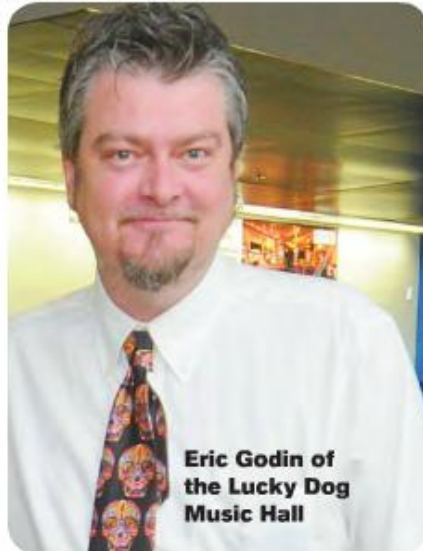
TWO LUCKY DOGS WITH ONE GREAT IDEA

Ellin Terrill

What can you get with two lucky dogs, a bar full of vodka, and blues music? Just ask Erick Godin, owner of Lucky Dog Music Hall, and Greg Nichols, owner and founder of Lucky Dog Vodka. For just one night, these two lucky dogs are collaborating on a project that will not only benefit the ears, but the soul as well.

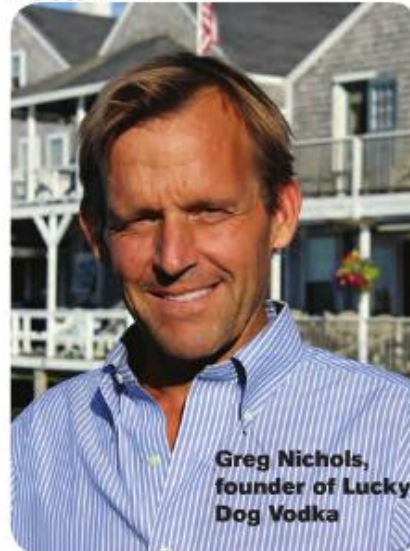
Doggapalooza—A Concert to Benefit Africa is slated for Saturday, Aug. 25, at Lucky Dog Music Hall in Worcester. Nichols, whose Lucky Dog alcohol retails for \$21.99/750 ml, says, "When I decided to do the benefit for the African Services

STEVEN KING/FILE PHOTO



**Eric Godin of
the Lucky Dog
Music Hall**

PHOTO SUBMITTED



**Greg Nichols,
founder of Lucky
Dog Vodka**

Committee, a concert seemed like a great idea and Lucky Dog Music Hall seemed like a great place to have it, and Erick was right on board with it."

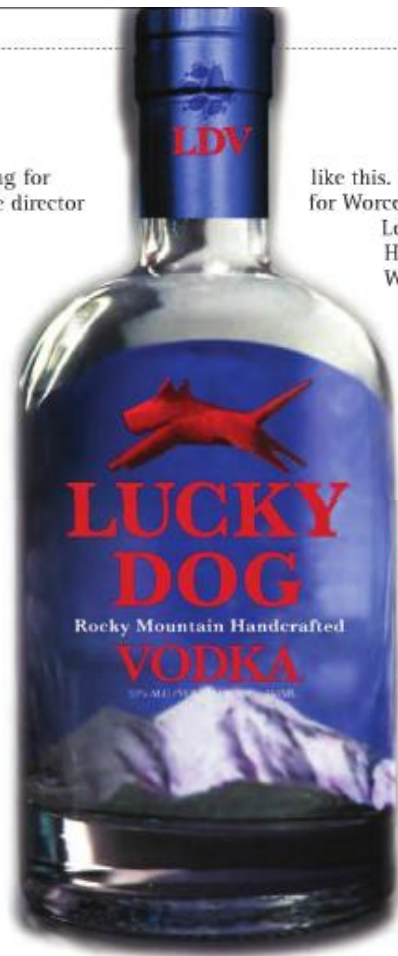
The African Services Committee is a nonprofit organization that fights malnutrition, tuberculosis and AIDS in Africa. Nichols traveled to Ethiopia last year and saw for himself what living on \$1 a day looks like.

Lucky Dog Vodka was born two years ago in Nantucket. "When the financial crisis hit, I had a checklist of things I wanted to do, and I ended up with vodka," Nichols recalls. In a very short time, Lucky Dog Vodka has not only achieved distribution, but also earned titles such as the Gold Medal Winner of the World Wine & Spirits Competition in New York. Nichols, a Princeton native, cites another reason, other than first-hand experience, as to why he's organizing Doggapalooza:

"I wanted to do something for my sister; she's executive director of the African Services Committee. It's a great fit. Having it in the family is a big part of it."

As for the entertainment on tap that evening, Godin promises a night of blues, rock and R&B. "We have several really great bands, and some vodka drinks made with Lucky Dog Vodka. The bands are more adult-type bands. Next Time Ova, they're from the Boston area, and they do a lot of blues and R&B, and then there's Strange Machines," who Godin describes as a Sublime-type band.

Fundraisers are nothing new to Lucky Dog. "We're always up for stuff



like this. We've done benefits for Worcester Animal Rescue League and the Cat Hospital of Webster. We try to give back as much as possible," says Godin, who has owned Lucky Dog Music Hall since 1999. As for Doggapalooza, both Lucky Dogs are hoping to make it an annual event. "We're really strongly committed to the African Services Committee. This could be an annual event with Erick, and it could get bigger and bigger. Any money we can raise for the African Services Committee is a great thing," says Nichols. In addition to

donating proceeds from the night to the African Services Committee, Lucky Dog Vodka will donate \$1 to each "like" they receive on Facebook ([facebook.com/luckydogvodka](https://www.facebook.com/luckydogvodka)), up to \$5,000. Finally, having Facebook benefits someone.

If you're in the mood for live music, why not go to Lucky Dog Music Hall where you can have fun and help others in the process? If you're going to have a drink, why not sip on a Lucky Dog Vodka concoction and simultaneously aid a nonprofit organization whose mission is

night & day { music }

to provide health, housing and human services to the people of Africa?

Doggapalooza- A Concert to Benefit Africa will take place on Aug. 25 at Lucky Dog Music Hall, located at 89 Green St., Worcester. For more information on Lucky Dog Music Hall and Lucky Dog Vodka, visit www.luckydogmusic.com and www.luckydogvodka.com. You can also learn more about The African Services at www.africanservices.org. Tickets are \$10; the concert starts at 8 p.m.