



**FOR IMMEDIATE RELEASE**

**DATE:** Friday, July 30, 2010  
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Meghan Sprager – La Casa de Esperanza, (262) 832-1525

**Sloppy Joe’s Block Party Celebrates 1<sup>st</sup> Anniversary**

WAUKESHA – Sloppy Joe’s Soda Fountain will celebrate its 1<sup>st</sup> anniversary with a block party from 4:00-10:00 p.m. on Saturday, August 7. The public is invited to:

- View the Cheaters Car Club Show
- Watch Sock Hop style dance demonstrations by:
  - Dance Tracks of Waukesha (4:30-5:00 p.m.)
  - Fred Astaire Dance Studio (5:00-5:30 p.m.)
- Listen to live music from:
  - Bam Bam and the Gigolos (5:30-7:00 p.m.)
  - Cold Sweat (8:00-10:00 p.m.)
- Visit the La Casa Youth Program table to learn how this free service benefits local teens
- Purchase amazing food from Sloppy Joe’s Soda Fountain and a portion of the proceeds will be donated to La Casa de Esperanza’s (La Casa) Youth Program
- Enjoy downtown Waukesha’s art crawl

Lori Lester, owner of Sloppy Joe’s Soda Fountain, announces, “Our first year of business has been a success because of the wonderful support that we have received from our patrons, and a Sock Hop themed block party is an excellent way to celebrate our anniversary with them. In addition to offering excellent food and fantastic entertainment, the event provides us with an opportunity to give back to the community by donating a portion of the evening’s proceeds to La Casa’s Youth Program.”

“We are deeply appreciative to Lori Lester and the Sloppy Joe’s Soda Fountain staff for donating a portion of the proceeds from the evening’s sales to our Youth Program,” says La Casa de Esperanza’s President and CEO Anselmo Villarreal. “This important service provides disadvantaged and at-risk youth with life changing opportunities, and we are very thankful that the program was selected for this fundraiser.”

Entrance into the block party is free. The event will take place outside of Sloppy Joe’s Soda Fountain (280 West Broadway Street) at the corner of Broadway and Main Streets in historic downtown Waukesha. For more information, please call (262) 544-1610.

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