

**For Immediate Release January 30, 2012
MEDIA ADVISORY**

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**HOLLYWOOD COMES TO WEST ORANGE FOR
A JOYFUL NOISE! BENEFIT FOR SICKLE CELL DISEASE**

WHO: The Sickle Cell Association of New Jersey (SCANJ)

WHAT: **Premiere Kente Carpet showing of "A Joyful Noise!**, starring Queen Latifah and Dolly Parton. Featuring a special live Q&A session with movie costar Dexter Darden. Darden, a talented young actor from New Jersey, will take questions about how he's successfully pursuing his dreams in the face of sickle cell disease. The evening's festivities will also include a dinner reception, special musical performances and sneak previews of public service announcements (PSAs) on SCANJ's PSA Contest. (For more information on the contest registration, rules and guidelines call 973 482-9070 or go to www.sayitloudscanjcontest.com).

WHEN: **Saturday, February 11, 2012 from 6:00 PM to 10:00 PM**

WHERE: **AMC Dine-In Movie Theatre, 495 Prospect Ave., West Orange, NJ.**

WHY: Sickle cell disease is an inherited blood disorder affecting the red blood cells. People with sickle cell disease have red blood cells that become hard and pointed instead of soft and round. Sickle cells cause anemia, pain and many other serious health problems and can be life-threatening. Although it is the most common genetic disease in the US--more than 80,000 Americans have sickle cell disease--many people are not familiar with it. This event will raise awareness of sickle cell disease and raise funds for programs and services that SCANJ provides to affected families throughout the state of New Jersey.

HOW: Tickets are \$50.00 for adults and \$35.00 for youth under 21. To purchase tickets go to www.kentecarpetmovie.eventbrite.com or mail your payment for receipt by February 10th to: SCANJ P.O. Box 9501 Newark, NJ 07104.

About SCANJ: SCANJ is a 501c3 nonprofit community-based agency established on September 1, 2009 to assist the sickle cell community, especially adults, with nonmedical needs, such as support groups, transition, education, access to research, resource sharing, family follow up, and other programs that improve their quality of life.

Our mission is "to help, educate and advocate in the fight against sickle cell disease." For more information about SCANJ, please visit www.sicklecellnewjersey.org