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FOR IMMEDIATE RELEASE

MONROE ROAD ADVOCATES (MoRA) KICKING OFF 2ND YEAR OF THURSDAYS LIVE

--Free Monthly Concert Series Runs April through September--

Charlotte, N.C. (April 8, 2019) – MoRA (Monroe Road Advocates), a grassroots organization shaping the transformation of Monroe Road between Oakhurst and Matthews, today announced the return of its popular Thursdays Live monthly concert series beginning Thursday, April 18. The concerts, held from 6-8pm on the third Thursday of every month at the Embrace sculpture (intersection of Monroe Road and Conference Drive, 6621 Monroe Road) will feature a variety of bands throughout the summer.

"The excitement found at these free concerts is similar to what is going on in MoRA right now," said Board Chair Kathy Hill. "Last year's concert series attracted a wide range of ages and from 200-500 attendees."

The April 18 concert will feature one of last year's most crowd-pleasing bands, U-neek Flavur. Each concert offers refreshments and food provided by Hawthorne's NY Pizza. Food trucks will return this year for some concerts. Free parking is available at Meridian Place and across the street at East Mecklenburg High School.

Many local businesses have stepped up to sponsor the concert series to make it free for the community. Presenting sponsors include: Goode Properties, developer of the nearby Meridian Place, and Hawthorne's NY Pizza. Supporting sponsors include: Social Pet Hotel & Daycare, Anytime Fitness, Rama Swim Club, Compassionate Care Veterinary Hospital, The Barker Lounge, McEwen Funeral Service, Kimsey-Evans Team, EC Barton & Co, On the Move Realty, Common Market Oakwold, Action Plus Ideas, and M Station Apartments.

MoRA is a grassroots organization shaping the transformation of Monroe Road and the evolving corridor between Oakhurst and Matthews. From neighborhood groups interested in revitalizing the area, MoRA was established with the goal of engaging residents and businesses to create a more vital and vibrant community. MoRA aims to promote and support the social, educational, cultural, artistic, and economic vitality of this diverse, welcoming area of Charlotte. For more info, visit www.moraclt.org or email kathy@moraclt.org.

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