

**#PEACEROCKS ON INTERNATIONAL DAY OF PEACE**

**September 21, 2014​**

**JOHN VARVATOS INVITES YOU TO**

**​JOIN RINGO AND AN ALL STARR BAND AT THIS SPECIAL PERFORMANCE IN LOS ANGELES**

**The John Varvatos Fall 2014 Campaign Features Ringo Starr**

**#PEACEROCKS Charitable Initiative Benefitting The David Lynch Foundation via the Ringo Starr Peace & Love Fund**

****

**John Varvatos** and **Ringo Starr** continue their #PEACEROCKS initiative with an outdoor celebration and performance on the **International Day of Peace**, **Sunday, September 21, 2014.** The celebration will take place in front of the John Varvatos store located on Melrose and Robertson from 4-6pm and will include a brief performance including a song from each member of an All Starr Band featuring Edgar Winter, Steve Lukather, Richard Page and more – and closing with three songs performed by Ringo Starr.

This continues the #PEACEROCKS campaign that was launched on Ringo’s birthday July 7 when John Varvatos announced that Ringo would be featured in the Varvatos Fall 2014 campaign which is also a fundraising and awareness campaign to benefit the David Lynch Foundation via The Ringo Starr Peace & Love Fund.

This is accomplished through the ads themselves, all of which include #PEACEROCKS to fuel an aggressive social media campaign using the hashtag. This call-to-action encourages participants to share photos of themselves flashing the peace sign via Instagram, Twitter, Vine, and Facebook, tagged with the hashtag, #PEACEROCKS. For each #PEACEROCKS tagged photo, $1 will be donated to the charity through the end of 2014. Additionally, ‘Peace Shops’ will be activated at various Varvatos points of sale where 100% of proceeds from a dedicated ‘peace rocks tee’ will be sold to benefit the charity.

#PEACEROCKS @JOHNVARVATOS @RINGOSTARRMUSIC @LYNCHFOUNDATION

**WHEN:** **Sunday September 21, 2014**

**Press Call: 3:00pm**

**Event: 4:00-6:00pm**

Note: Media credentials Required/Space is limited.

***Elizabeth Freund | Beautiful Day Media (Ringo Starr)***

***elizabeth@beautifuldaymedia.com***

***Brett Ruttenberg | BWR Public Relations***

***brett.ruttenberg@bwr-pr.com***

***James Schuck | John Varvatos***

***jamesschuck@johnvarvatos.com***

**ABOUT RINGO STARR:**

On January 20, 2014 Ringo Starr's musical legacy was celebrated when The David Lynch Foundation honored him with the ‘Lifetime of Peace & Love Award’. The event included star-studded tributes to Ringo’s extensive catalog that was broadcast on AXS July 13, 2014.  Participating artists included Joe Walsh, Ben Harper, Ben Folds, Brendan Benson, Bettye LaVette, The Head & The Heart and Jesse Elliot and Lindsey McWilliams of Ark Life, with an equally stellar backing band featuring Don Was, Benmont Tench, Peter Frampton, Steve Lukather and Kenny Arnoff.  (http://www.davidlynchfoundation.org/peacelovefund/ http://www.davidlynchfoundation.org)

January 26 saw Ringo perform his song “Photograph” on the GRAMMYS, followed by him jumping on the kit during his old band mate, Paul McCartney’s performance. Ringo & Paul then performed together again the following evening, this time playing several songs for the Emmy Award-nominated taping of CBS’ “The Beatles, A Grammy Salute; The Night That Changed America,” celebrating the 50th Anniversary of their first U.S. visit and appearance on the Ed Sullivan Show.  It was broadcast on the exact anniversary, February 9, and aired again February 12. It has also been broadcast internationally.

In February 2014, Simon & Shuster published "Octopus's Garden", a children's book based on Ringo's lyrics. This book arrived on the heels of December of last year's PHOTOGRAPH, the Genesis Publications book  (http://www.genesis-publications.com/photograph-by-ringo-starr-the-signed-limited-edition/). PHOTOGRAPH was first released as an e-book in conjunction with The GRAMMY Museum exhibit "Ringo: Peace & Love," a record-breaking exhibit that drew over 120,000 visitors in its run from June 2013 to late April 2014. It was also the first ever major exhibit to focus on a drummer.

Summer 2014 saw Ringo tour North America with his All Starr Band, the same line up since 2012 who also toured in 2013 the Pacific Rim in February and then in October in Latin America, concluding with two Stateside shows at the Palms in Las Vegas. The summer tour also included exhibits of Ringo's artwork, which can be seen at [www.RingoStarrArt.com](http://www.RingoStarrArt.com). In September 2013 Ringo was awarded the prestigious French Medal of Honor, being appointed Commander of Arts & Letters in recognition of his musical and artistic contributions. Ringo's most recent solo release was Ringo 2012 (Hip-O Records/UMe). In January 2013 UMe released the live DVD "Ringo at the Ryman."  April 20, 2013, in conjunction with Record Store Day, UMe released a Ringo Starr seven-inch vinyl singles collection, featuring “Photograph,” “It Don’t Come Easy” and “(It’s All Down To) Goodnight Vienna.”

**ABOUT JOHN VARVATOS**:

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire men‟s lifestyle that includes footwear, bags, belts, eyewear, limited edition watches, men‟s fragrances, and John Varvatos U.S.A. Collection and Boys‟ line, as well as Converse by John Varvatos. The designer has been recognized three times by the CFDA with an American Fashion Award for New Menswear Designer (June 2000) and Menswear Designer of the Year (June 2001 and June 2005) and was honored as GQ‟s “Designer of the Year” in 2007 and The CNN Style Award‟s “Menswear Designer of the Year” in 2013. In October 2013, John released his first book entitled John Varvatos: Rock in Fashion, which documents the elements of rock style that are intrinsic in the music community. Further rooting the brand in music, John Varvatos entered into a strategic partnership with Republic Records to formally launch John Varvatos Records in February 2014. The collection is distributed in freestanding John Varvatos boutiques and better department stores throughout the world.

Visit us at www.johnvarvatos.com or join us on social media @JohnVarvatos

**ABOUT THE RINGO STARR PEACE & LOVE FUND**:

The Ringo Starr Peace & Love Fund was established to support the non-profit **David Lynch Foundation**, which provides evidence-based Transcendental Meditation programs to at-risk populations suffering from trauma and toxic stress, including students in underserved schools, women who are survivors of domestic violence, and veterans with post-traumatic stress disorder.

The fund was inaugurated on David Lynch's birthday at the Ringo Starr: A Lifetime of Peace & Love concert, honoring Ringo's tireless commitment to spreading peace and love throughout the world. Tribute performances were offered by legendary musical guests including Joe Walsh, Ben Harper, Ben Folds, Brendan Benson, Bettye LaVette, The Head & The Heart and Jesse Elliot and Lindsey McWilliams of Ark Life; with an equally stellar backing band featuring Don Was, Benmont Tench, Peter Frampton, Steve Lukather and Kenny Arnoff. For more information, please click the following links; http://www.davidlynchfoundation.org/peacelovefund/ http://www.davidlynchfoundation.org

Additionally, Ringo Starr is donating a portion of the proceeds of his current global tour to the fund and is partnering with iconic fashion designer John Varvatos to promote a line of Ringo Starr Peace & Love t-shirts in collaboration of the #PEACEROCKS campaign.

**ABOUT THE DAVID LYNCH FOUNDATION:**

Since its launch almost ten years ago, the David Lynch Foundation – founded by the iconic filmmaker David Lynch – has already provided scholarships to teach Transcendental Meditation to more than 300,000 at-risk youth in underserved schools, veterans with post-traumatic stress (PTS), women who are survivors of domestic violence, and homeless and incarcerated individuals.  DLF Live’s mission is to create incredible, one-night-only experiences with some of the most lauded creatives of our time, introducing music lovers around the world to the healing properties of meditation, and demonstrating how all populations can benefit from this timeless practice.

From events honoring Ringo Starr and Rick Rubin, to benefit shows featuring Jack White, Jakob Dylan, Brendan Benson, to exclusive ticket giveaways for tours by TM practitioners Russell Brand and Jerry Seinfeld, to working with incredible new musical voices like Sky Ferreira, DLF LIVE’s events bring the best in talent together with the highest in consciousness to create something very life-changing indeed.