



PRESS RELEASE
FOR IMMEDIATE RELEASE

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**Lane Staffing and North Houston Frontiers Club Announce Entertainment for
Denim & Diamonds Scholarship Fundraiser**

HOUSTON (Oct. 22, 2009) – Step Rideau & The Zydeco Outlaws will headline “Denim & Diamonds,” a Texas-styled fundraiser affair hosted by Carla Lane, CEO of Lane Staffing. Lane is honorary event chair for the 22nd Annual Dr. Martin Luther King Jr. Memorial Breakfast benefiting the North Houston Frontiers Club, which annually raises scholarship funds. Denim & Diamonds will kick off the organization’s fundraising season. Masraff’s restaurant will be open exclusively for the event from 7 p.m. to 2 a.m., on Friday, Nov. 6, 2009. Masraff’s restaurant is located at 1025 S. Post Oak Lane, Houston, TX 77056. Denim & Diamonds is open to the public.

Joining Step Rideau will be Password, a band with sounds ranging from R&B and neo soul to top 40 and Latin, and the Mid City Players featuring Faye Robinson. Additionally, I’m Ready Productions founder and CEO Je’Caryous Johnson will draw laughs with a comedy preview by “EveReady Players.” William “Chilly Bill” Smith, on air personality for KMJQ – Majic 102.1 FM, will DJ the event.

Other Denim & Diamonds festivities include prizes for the best-dressed male and female in denim, silent auction, guest gift bags, a cigar bar, and wine or champagne bottle service for sponsors.

The North Houston Frontiers Club’s MLK Memorial Breakfast will be held on Monday, Jan. 18, 2010, at the George R. Brown Convention Center beginning at 8:15 a.m. Event proceeds fund college scholarships for unserved and underserved greater Houston area youth. Lane’s goal is to raise an additional \$50,000. “I am asking the Houston business and corporate communities to assist me in achieving this goal,” said Lane. “Post-secondary education prepares our children for employment options, which will ready them to become the educators, business leaders and entrepreneurs of the future.”

All Denim & Diamonds cuisine, beverages, gifts and entertainment are included in the individual admission price of \$35 in advance or \$50 at the door.

Denim & Diamonds sponsors to date include Lane Staffing, Inc. and D-MARS.com, presenting media partner *Womentality Magazine*, media partner *Rolling Out Magazine* and community partner Texas Business Alliance.

(more)

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Combined VIP sponsorship packets with exposure opportunities at Denim & Diamonds and the MLK Memorial Breakfast are available. Contact MWH Public Relations at 281.213.9554 or events@mwhpublicrelations.com for additional information.

About Lane Staffing, Inc.

Lane Staffing, Inc. is headquartered in Houston and delivers employment, human resource and business solutions across North America. Using an interdisciplinary approach, the Lane Staffing family of companies offers a broad suite of proven services to give its clientele a winning edge. The company's services include: DiverseRecruiting Specialists, DiverseScreening and Testing, DiverseTemps, DiverseTraining, DiversePayroll Partners and DiverseHR Consultants. Lane Staffing is one of the largest minority owned staffing companies in the U.S. southern region and ranked 23rd among Houston's largest 50 minority firms by the *Houston Business Journal*. For additional details, visit www.lanestaff.com.

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