Red Carpet Roundup

WESTERN EXTRAVAGANZA RAISES $1.55 MILLION FOR CAMPAIGN EISENHOWER

Roper Gene McLaughlin uses his skills on a captive crowd at Eisenhower's Ride Around the World fundraiser.

An all-out western theme, a movie premier and an intimate concert by one of country music's most celebrated duos made for an incredibly memorable evening as guests gathered to enjoy the festivities and support the work of Eisenhower Medical Center.

Those in attendance were treated to the premier of director Harry Lynch's IMAX® film Ride Around the World , a combination documentary/feature film paying homage to the real life of the Western cowboy and portraying the love of the range and the true grit required in the life of a cowboy. The film explores the thriving global culture that has helped shape Western civilization for a thousand years. Spanning the globe, the film captures cowboy life from Morocco, Spain, Mexico, Argentina, Patagonia and Canada to the ruggedly beautiful Four Sixes Ranch in west Texas. Both Lynch and producer Jeff Fraley were on hand to answer questions from the audience following the screenings of the film.

As guests made their way to the Western-themed, specially constructed tent beside the IMAX Theater, ropers and gunslingers performed to the crowd's delight. Then it was time for authentic Texas-style eats courtesy of Grady's Bar-B-Q of San Antonio, Texas. The mouthwatering chuck wagon fare was topped off with apricot cobbler and renowned Blue Bell® ice cream all the way from Brenham, Texas.

The evening culminated with a one-and-a-half hour show from Country Music Association (CMA) Duo of the Year Brooks & Dunn. The high-energy modern country music singer-songwriter duo performed to an appreciative crowd clad in Western attire. Lead singer Ronnie Dunn wrapped up the evening with the duo's 2006 CMA Song of the Year "Believe."

The March 14 event was entirely conceived and underwritten by Anne and John Marion, allowing all monies donated at the affair to be directed to Campaign Eisenhower Phase Two . The campaign will help construct the Walter and Leonore Annenberg Pavilion, a 160-bed inpatient pavilion, as well as the 24-suite Stacey and Greg Renker Pavilion. In addition, funds will be used for the expansion of the Tennity Emergency Department and the development of an ambulatory care center in La Quinta.

Photo: Maile Klein

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