

3rdEyeTheory Presents Arizona's First Annual Charity Diwali Ball with Make-A-Wish® Foundation scheduled for November 16, 2013

PHOENIX (September 23, 2013) – 3rdEyeTheory is pleased to announce that the First Annual Charity Diwali Ball will be held Saturday, November 16 at the Tempe Center for the Arts.

The Diwali ball, which celebrates the mission of Make-A-Wish Arizona by raising funds to grant the wishes of Arizona children with life-threatening medical conditions, is the first, of what the producers of the event hope to be an annual tradition centered on raising charitable funds during the holiday season and celebrating an important and festive Indian holiday – Diwali.

Robby S. Pinnamaneni, Dr. Rahul G. Kode, Seema Kode, and Darshan Shah, who serve as partners of 3rdEyeTheory, will partner with Make-A-Wish Foundation, to co-chair the charity Diwali ball.

“We are thrilled to host our Diwali Charity Ball at the Tempe Center of the Arts, which is recognized for its architectural magnificence and support of the arts,” said Robby Pinnamaneni. “We’ve had a great response from the local community and with the assistance of our many sponsors and partners we have a fantastic event planned which, among other things, will have a designer fashion show, a surprise guest comedian and emcee, a pop-up art gallery, catered 3-course Indian meal, hosted cocktails, and an international DJ joining the event as part of his world tour,” said Robby.

“Make-A-Wish Arizona is a great partner, enhancing many wishes for both Arizona wish kids and for wish kids who travel to Arizona for their wish. We are excited that we can host such an elegant event for their benefit,” said Rahul Kode. “Make-A-Wish Arizona is a success because it allows us to share the impact of a wish first hand with guests that attend the event,” said Rahul. Rahul and Robby also stated that “When people witness the impact a wish can have on a child who is dealing with a severe medical condition, they know that their donation is going toward emotionally and mentally healing a child and their family.”

More details about the event and tickets can be found at www.diwaliballaz.com.

About Diwali

The name “Diwali” translates into “row of lamps,” and is the biggest and brightest Indian festival. Diwali is an official holiday in India, Nepal, Sri Lanka, Myanmar, Mauritius, Guyana, Trinidad & Tobago, Suriname, Malaysia, Singapore, and Fiji. It is known as the Festival of Lights that is marked by four days of celebration. Each day in the festival of Diwali is distinguished by a different tradition, but what remains true and constant is the celebration of life, the victory of good over evil, light over darkness, and knowledge over ignorance.

About 3rdEyeTheory

3rdEyeTheory is a full service media and entertainment company that was conceived and initially “started doing business” in 2002. From the very first party at one of Scottsdale’s hottest nightclubs – to subsequent productions for A-List comedians like Russell Peters and Maz Jobrani – we’ve hosted, produced, and created: fashion events, parties, comedy shows, and charity events all over the country.