

3rdEyeTheory Presents Arizona's Second Annual Charity Diwali Ball with Make-A-Wish® Foundation scheduled for November 22, 2014

PHOENIX (August 18, 2014) – 3rdEyeTheory is pleased to announce that the Second Annual Charity Diwali Ball will be held Saturday, November 22 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, has become 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, and Seema Kode 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 for the Arts again this year, and we value the flexibility that we have with the venue to design an unparalleled and unique event," said Rahul Kode. "Last year, we had an incredible response with over 400 people in attendance and approximately \$9,000 raised for Make-A-Wish. This year, we are set to do better with over 600 people in attendance; we have a fantastic event planned which, among other things, will have a live a cappella performance by Stanford's Raagapella group, a surprise guest comedian and emcee, catered 3-course Indian meal, open bar, and a DJ joining the event as part of his tour," said Robby.

"Make-A-Wish Arizona is a great partner and we are excited that we can host such an elegant event for their benefit," said Seema 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 Seema. 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 and www.facebook.com/3rdEyeTheoryEvents.

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 founded 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.