

ALTSO Raises Nearly \$1mn at Rocktoberfest Series

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New York non-profit A Leg To Stand On's (ALTSO) Rocktoberfest series has raised nearly \$1mn in 2018. Hosting over 2,750 guests and featuring more than 30 bands made up of alternative investment and related financial services industries professionals with support from over 75 corporate sponsors, Rocktoberfest has had a record year. Lead corporate sponsors included ACA Compliance, ADM Investor Services, Albourne, Back In The Game Therapy, CME Group, Element Capital, Intercontinental Exchange, Oranj, Société Générale, and Wells Fargo.

Slawomir Krupa, CEO of SG Americas, a lead sponsor of all three Rocktoberfest events in 2018, said: "Societe Generale is dedicated to providing innovative, responsible solutions that result in a positive impact throughout our global community, and we are honored to fulfill that mission by sponsoring ALTSO's Rocktoberfest events. We enjoy seeing our team members get up on stage, alongside our colleagues, clients and friends. More importantly, it's a great feeling to make a meaningful impact for ALTSO's patients."

The New York event was also proudly supported by beverage donations from prominent brands such as Maker's Mark Bourbon Whiskey, Tito's Handmade Vodka, WolfPack Wines & Spirits, Anheuser-Busch InBev and more.

"The finance industry stepped up its support this year to make ALTSO's Rocktoberfest series of events not only one of the most fun we attend all year, but also the one with the greatest impact. We can rest assured knowing that so many more of [ALTSO's CoolKids](#) will receive the free, life-changing treatment they deserve," said Ray McKenzie, Enterprise Account Executive at Apple. "I am honoured to have played onstage at all three Rocktoberfest events and encourage everyone in the industry to get involved in 2019 for our next record-breaking year."

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