## ALTSO Returns To London for Its Inaugural 'Rocktoberfest-London'

8 May 2018 AlphaWeek Staff
Public
Print

Submitted by on 8 May 2018

A Leg To Stand On (ALTSO) is proud to announce their 1st Annual Rocktoberfest concert in London on the 6th June 2018. Members of the hedge fund and private equity communities will come together for a night of live rock & roll entertainment, with the aim of raising money to provide free orthopaedic care for children.

The line-up will feature bands whose performers are moonlighting from their day-jobs in high finance, including acts from Société Générale, PAAMCO, Simmons & Simmons, Lombard Odier, Albourne, Apple and others. The firm which raises the most money gets to choose their spot on the bill. This inaugural London show mirrors events in New York and Chicago, in their 15th and 7th years respectively and will take place at 8 Northumberland Avenue, a former showpiece Victorian hotel with a rich history dating back to 1887.

Since its foundation in 2002, ALTSO has helped to treat over 16,700 children with limb disabilities in Asia, Africa and Latin America. Last year's American concerts raised nearly \$900,000 for the charity and this money goes towards providing free orthopaedic care - including prosthetic limbs, mobility aids, and rehabilitation - to children suffering from untreated congenital or traumatic limb disabilities in the developing world whose families survive on less than \$3 USD / day.

Current sponsors include GlobeTax, Lombard Odier, Pictet Asset Management, SteelEye and others.

Commenting on the return to London, Gabriella Mueller Evrard, ALTSO's Executive Director, said: "We are excited that we are able to bring Rocktoberfest to London in June. Rocktoberfest-London provides a genuine opportunity for our global sponsors to maximise their visibility to their target markets across three cities and two

countries, while proactively supporting the life-changing treatments ALTSO provides its children."

Ray McKenzie, Business Pro at Apple said: "After helping to launch Rocktoberfest-Chicago 8 years ago, I am grateful that ALTSO is in the position to launch Rocktoberfest-London this year. My band - ALTSO All Stars - has played on the main stage at ALTSO's Rocktoberfest events in New York and Chicago and will be hitting the stage in London this year."

The net proceeds raised at the event will benefit ALTSO's 10 programs in Asia, Africa and Latin America. Since ALTSO's founding by C. Mead Welles of Octagon Asset Management in 2002 with Dr. Dinesh Patel, Chief of Arthroscopic Surgery at Massachusetts General Hospital and Assistant Clinical Professor of Orthopaedic Surgery at Harvard Medical School, ALTSO has provided treatment to more than 16,700 children in 20 countries. For more information on the organization's impact or events, visit ALTSO's website at www.altso.org.

Content role Public

Click here to sign up for AlphaWeek's email newsletter to get these stories delivered to your inbox

## © The Sortino Group Ltd

All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or scanning or otherwise, except under the terms of the Copyright, Designs and Patents Act 1988 or under the terms of a licence issued by the Copyright Licensing Agency or other Reprographic Rights Organisation, without the written permission of the publisher. For more information about reprints from AlphaWeek, click here.