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**ROCCO GOES TO HOLLYWOOD ...
FOX TV SENDS THIS 11 YEAR OLD BLIND, JAZZ SINGER
TO THE AMERICAN IDOL FINALS!**

Philadelphia, PA (May 14, 2008) -- Although he's only 11 years old, Rocco Fiorentino feels like he's always watched "American Idol." This blind, jazz singer/musician says with his typically positive point of view, "In five years, I'm going to be there!" Meaning, he'll win the nationwide auditions and be singing on the American Idol stage. And, with his talent, it's possible!

One wish Rocco has had for many years is to attend the American Idol finals in Los Angeles. And, this year, Rocco is doing just that, thanks to the incredible generosity of FOX 29 in Philadelphia and FOX Network. When Mike Renda, vice president and general manager of FOX 29, heard from the 10 O'clock News FOX Anchor Dawn Stensland about Rocco's dream, about his life and his humanitarian efforts on behalf of blind and visually impaired children, he moved forward and asked Audrey Fish, the Vice President of Creative Services at FOX TV to contact the Network and try to find tickets for Rocco. AND, only one week before the finals, they secured the tickets for Rocco! Plus, FOX 29 made it possible for Rocco and his mom and dad, Tina and Rocco Fiorentino, to go to Los Angeles. Rocco will be in the audience for both nights of the final week of American Idol 2008. His dream will come true! (Well, the first part of his dream. Being on the stage of "American Idol" will have to wait until he's old enough to audition.)

Joining the Fiorentinos, will be Rocco's volunteer publicist and close friend, the catalyst to this extraordinary experience, Sharla Feldscher. An advocate for children, Feldscher has been doing pro bono public relations for Rocco for over a year and she has made other dreams come true for him, including a chance to meet Tony Bennett and Stevie Wonder.

You see, Rocco, who was born four months premature weighing only 1 ½ lbs and with less than a 5% chance to survive, is a jazz artist. His interest in this music stemmed from his parents piping the great jazz standards into his incubator when he was an infant to override the sounds of the medical equipment needed to keep this tiny baby alive. He left Children's Hospital of Philadelphia six months later and the smile on his face, gazing up at his adoring parents, has never left. Inspired by their son, the Fiorentinos launched The Little Rock Foundation, named for Rocco, and they have helped thousands of families with children blind or visually impaired like Rocco.

Rocco is an ambassador for The Little Rock Foundation and he has been responsible for persuading New Jersey State Legislators to dedicate \$1.2 million to Braille education and services for students in the state. This past April, he returned to the NJ State Assembly, to protest budget cuts to the Commission for the Blind and Visually Impaired. They cheered for him in the Assembly and Rocco is praying the Governor will retain the budget so services will not be cut for these students, so dependent on Braille education.

When it comes to Rocco's passion, it's his music. He would play piano and sing all day, if he had the time! When he performs, he brings crowds to their feet with his vocal talent and his ability on the piano and drums. This year he was seen on "The Today Show" and the hosts and crew were overwhelmed! Rocco has been performing for years. He has performed at the famed jazz club in New York -- Birdland, at Jim Caruso's Cast Party where guests are invited to sing one song. At his first appearance in July 2007, the crowds chanted "Rocco, Rocco", and he was asked to sing a second song. Rocco's second performance, in December 2007, is now on YouTube.com. This was another night when Caruso bent the rules and invited Rocco to sing twice. He's returning two times in the summer of 2008.

As ambassador of The Little Rock Foundation Rocco is a guest speaker at schools, senior groups and other organizations sharing his life's experiences, demonstrating how to use a Braille writer and bringing a copy of one of his favorite books, Harry Potter, written in Braille. Truly an inspiration, he says about his school experiences, "I like to visit schools because the more people who know about blindness, the better." When asked how the students react, he said, "Some kids say, 'Braille is really neat! It's like a secret code.' I'm glad I can help increase their awareness."

Today, Rocco, an honor student at Signal Hill Elementary School in Voorhees, NJ, is busy with his friends and supporting charities like March of Dimes, for which he is a spokesperson for their premature babies' campaign and Variety – the Children's Charity. He is honored to have received such awards as the Volvo for Life Award, winning \$10,000 for their foundation, Goodwill Industries of Southern New Jersey/Quaker City's coveted Helms Award for the Fiorentino family, the Braille Literacy Award Library of Congress & Library for the Blind & Handicapped, the Philadelphia 76er's Hometown Hero, the Great Friend to Kids Award from Please Touch Museum and the Liberty Freedom Award from Camden County, NJ.

For more information about Rocco Fiorentino, to hear him sing, see him perform or view his television features, visit www.musicbyrocco.com. To learn more about the Little Rock Foundation, visit www.tlrf.org.

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