

18 winter guide

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Bang Camaro rock their "rock star" lids, courtesy of Labels Are For Jars.

Local charity talks through its hat

... and rock stars and skiers listen

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INTERVIEW. Boston's 20+ piece rock choir Bang Camaro is an unstoppable force, and by all accounts musician and pro skier Marc-Andre Belliveau of Teton Gravity Research — an athlete who didn't let a little thing like getting paralyzed in a skiing accident stop him from getting back up the mountain — is, too. The two join forces next weekend for an event for a local charity called Labels Are For Jars. Metro spoke with Labels' Tracy Murphy.

What exactly is the mission of Labels Are For Jars?

Labels Are For Jars is the brainchild of a team that includes comedian Conan O'Brien, MLB-All-Star Sean Casey, brand imaging guru Mike Toth, and Father Paul B. O'Brien. Our mission is to raise money to feed the hungry by selling thought provoking T-shirts that shine a spotlight on societal labeling.

How is it different in its approach from other charity organizations?

There is a very tangible



result to our efforts. 100 percent of the funds raised by Labels Are For Jars goes directly to the Cor Unum Meal Center [in Lawrence], which provides nutritious meals to hungry people every day. We have no paid employees and operate solely by volunteer support.

You use controversial slogans on the T-shirts and winter hats you design. You've got a special "rock star" design for the band Bang Camaro.

Labels' gear is purposefully meant to catch people's attention, and to start a dialogue about societal labeling. Some people get

it, some people don't. Bang Camaro got it and they have been extremely supportive of our efforts. ... The "rock star" label is a tribute to the band's efforts on and offstage. They are on the cutting edge not just of music, but of helping to eliminate hunger in this country.

What are some of the other entertainment highlights people can look forward to next weekend?

The 'rock star' label debuts at the screening of TGR's latest epic film, "Lost and Found," as part of the Labels Are For Jars Holiday Gift Campaign, which encourages socially conscious giving. The screening will feature live music sets from Bang Camaro and the Marc-Andre Belliveau Band.

Labels Are For Jars Benefit Friday, Nov. 16

The Roxy

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