



## Character Rocks at Byrd

The local rock band Madrone performed a special free concert for the entire student body of William Byrd High School on Monday, Oct. 22, in the school's gymnasium. The event was free, but only open to Byrd students.

The concert was an initiative of Valley Character, teaming with Roanoke County Schools to provide a strong, positive character-building message in an atmosphere of fun and entertainment.

Madrone is known for its positive, upbeat original songs. The band reinforces character values with messages that are inline with the efforts of Valley Character and character education in Virginia, said lead singer J.D. Sutphin.



School officials were delighted to have Character Rocks at Byrd, said Michele Dowdy, the director of Guidance for the county school division. Area businesses are on-board with the effort as well. Kroger donated more than 1,300 bottles of water, apples and bananas to promote healthful eating habits; Big Sound Productions is donating equipment, FastSigns gave banners, Kessler Designs donated graphic work, Robertson Marketing Group is giving prizes and Russell McKenney Advertising has worked to pull the event together.

WJJS radio was on-site with a live remote.