



PRESS RELEASE

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BOOBIES ROCK! FOUNDER RECEIVES 14-DAY JAIL SENTENCE

DENVER —Adam Cole Shryock, the founder of Boobies Rock!, Inc., The Se7ven Group and Say No 2 Cancer was sentenced to 14 days in the Denver County Jail for contempt of court. Shryock was found to be in violation of the Court's Temporary Restraining Order (TRO) and Stipulated Preliminary Injunction (PI) as well as a court-ordered asset freeze. He must report to jail on January 31, 2014.

In June 2013, the [Consumer Protection Section](#) of the Colorado Attorney General's Office [filed a civil complaint against Shryock](#) and his business entities alleging that they were committing charitable fraud.

After hearing evidence at a January contempt hearing, Denver District Court Judge Shelley I. Gilman found that Shryock violated the TRO by continuing to carry out Say No 2 Cancer "fundraising" for an additional weekend after the TRO was entered. Instead of immediately ceasing its activities, Say No 2 Cancer continued to take in money until July 2, 2013. Additionally, Shryock had attempted to evade the asset freeze by requesting that funds be sent directly to his home by money order only.

The Court also ruled that Shryock violated the provisions of a July 8, 2013 PI which continued the asset freeze and other provisions of the TRO. The PI expressly prohibited Shryock from continuing to sell merchandise, collect money, or promote events on behalf of any organization representing that it is raising money for charitable causes.

However, in August Shryock embarked on a new charity-based scheme that directly violated the PI. Using the name "I Heart This Bar," Shryock hired promotional managers and models to sell merchandise at college football tailgate parties all across the country.

"Models walked around stadium parking lots telling customers they were selling merchandise to raise money for a college 'scholarship fund,'" explained Attorney General

John Suthers. “In reality, the “scholarship fund” was nothing more than a cash bonus for the promotional managers and the entire scheme ran afoul of the court’s orders.”

The promotional managers were told that they would receive a \$7,500.00 cash bonus if they sold more “I Heart this Bar” merchandise than other promotional managers. During the hearing, a former promotional manager testified that she quickly realized I Heart This Bar was a scam. Judge Gilman also found that Shryock violated the asset freeze when he wrote a \$36,000.00 check from a frozen bank account to a local merchant to pay for the “I Heart this Bar” merchandise.

Shryock is appealing the Court’s finding of contempt and his jail sentence, and his stay of execution pending his appeal was denied on January 29, 2014.

Consumers or businesses who fear that they have been victimized by this or any other bogus charity should contact the Colorado Attorney General’s Office at 1-800-222-4444, or file a complaint on-line at www.coloradoattorneygeneral.gov.

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