

FOR IMMEDIATE RELEASE

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The Pink Party: A Celebration of Survivorship Returns to Atlanta Bringing Message of Hope and Breast Cancer Awareness

SUBJECT: T & S SHOES FOR A CAUSE PRESENTS THE 2ND ANNUAL
PINK PARTY: A CELEBRATION OF SURVIVORSHIP

LOCATION/TIME: Friday, October 8, 2010 (time TBD)

Charity All-Star Basketball Game

Half-Time Performances

Powered by local celebrities and directed toward teens

Banneker High School, College Park, Georgia

Saturday, October 9, 2010 – 11 a.m. – 7 p.m.

Pink Party Event

A day of activities including workshops, health screening, gospel and R&B artists, vendors, exhibits, fashion show, gospel play and much more.

Georgia International Convention Center, College Park, Georgia 30337

Saturday, October 9, 2010 - 10 p.m.

Pink and White Affair

Upscale event directed toward individuals ages 25 and up

MF Sushi Bar & Grill Buckhead, Atlanta, Georgia

Sunday, October 10, 2010

Stepping for a Cure

Directed toward students

Location_to_be_announced

PURPOSE: Our goal is to raise breast cancer awareness in high-risk populations that would otherwise be overlooked due to their demographics.

Encouraging women to pay attention to breast cancer through self-examination and yearly check-ups can facilitate early detection of the disease; which is the most important defense for many breast cancer victims. **A portion of the proceeds will benefit the Greater Atlanta Affiliate of Susan G. Komen for a Cure.**

Educating individuals about their health and well-being is much easier when it is combined with things they are familiar with and in which they enjoy participating. To achieve our goal, we are hosting a weekend of events to attract teens and women (ages 13 and up) from the urban

community. We are excited to provide a full weekend of activities aimed at increasing awareness on multiple levels as well as opportunities for networking and sharing.

OBJECTIVE:

The Pink Party: A Celebration of Survivorship focuses on the significance of early detection, the critical importance of performing self-exams and the need for preventative, routine check-ups. A portion of the proceeds will go to the Greater Atlanta Affiliate of Susan G. Komen for a Cure.

SPECIAL GUESTS:

Ray Lavender, Shade of Pink Mass Choir, James Jackson of Atlanta Praise, Kut Kloose, Silk and Montel Jordan. Other artists will be announced at later date

PARTNERS

City of College Park, V103, Comcast, Sweet Addictions TV, Susan G. Komen for the Cure, Dream Pink, Shade of Pink, Inc., American Breast Cancer Society, WLTZ-TV Dee Armstrong, CTN-TV Senator Ed Harbison, Columbus, Times Newspaper, Drexina Nelson Photography, Jirah Creations, Variety 6, Solar Sound Studio, Gutta TV, N' Sitions, Pluto Emblem, Platinum Film and Television, Mixology Recording Studios Montgomery, AL, ATB TV, MF Sushi Bar and Restaurant Buckhead, DTL in Cumberland Mall, Artist Wackafloca, Banneker High School, Reggie Gay Gospel Show, Minority Professional Network, Massive Allstar, London2London

We welcome the support of the community, businesses and organizations in the Atlanta area. For more information on how you can be involved, please contact: Barbara Holder, 678-886-3728.

PINK PARTY

MEDIA REGISTRATION FORM

ORGANIZATION NAME: _____

REPRESENTATIVE NAME: _____

TYPE OF MEDIA: _____

REPRESENTATIVE CONTACT NUMBER: _____

DATE COVERING EVENT: _____

EMAIL: _____

MAILING ADDRESS: _____

CITY AND STATE: _____

ANY SPECIAL REQUEST NEEDED: _____
