

FOR IMMEDIATE RELAEASE

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

LOCATION/TIME: Friday, October 8, 2010
Charity All-Star Basketball Game
Half – Time Performances
Powered by Local celebrities and directed towards children
Banneker High School, College Park, Georgia

Saturday, October 9, 2010 – 11:00a.m. – 7:00p.m
T&S Shoes Present the Pink Party Event includes a day of gospel artists,
R&B artists, vendors, exhibits, fashion show, gospel play and much more
Georgia International Convention Center, College Park, Georgia 30337

Saturday, October 9, 2010 Pink and White Affair -10:00p.m-until
Upscale event directed towards individuals between ages 25 and up
MF Sushi Bar & Grill Buckhead, Atlanta Georgia

Sunday, October 10, 2010
Stepping for a Cure - held at a local College and directed toward
students, Clark College

PURPOSE: The goal of this year's event is to raise 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 enjoy
participating in. To achieve our goal, we are hosting an event 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 will focus on the
significance of early detection, the critical importance of
performing self-exams, and the need for preventative, routine
check-ups. With a portion of the proceeds going to the Greater
Atlanta Affiliate of Susan G. Komen For the Cure

SPECIAL GUEST:

Ray Lavender, Mel Waiter, Shade of Pink Mass Choir, James Jackson of Atlanta Praise, Kut Klose, Silk, Montel Jordan, and other artists will be announce at later date

PARTNERS

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 Resturant Buckhead, DTL in Cumberland Mall, Artist Wackafloca, Banneker High School, Raggie Gay Gospel Show, Minority Professional Network, Massive Allstar, London2London

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PRESS RELEASE

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: _____
