



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

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**** MEDIA ADVISORY / PHOTO OPPORTUNITY ****

A's Breast Cancer Awareness Day Set For This Sunday

Funds Raised to Support Breast Cancer Research, Education, Advocacy and Treatment

WHAT:

Oakland A's Breast Cancer Awareness Day

The 15th Annual Oakland A's Breast Cancer Awareness Day is a day-long celebration of survivorship honoring those who have courageously battled breast cancer. The event raises funds to support research, education, advocacy and free services for cancer patients and their families throughout the Bay Area.

PRE-GAME CEREMONY:

More than **350 Bay Area breast cancer survivors** will form a symbolic human ribbon on the field in dedication of hope and survival, followed by the release of white doves to serve as a symbol of hope. A local breast cancer survivor will be throwing out the ceremonial first pitch of the game and a check will be presented to representatives from the American Cancer Society and Cancer Prevention Institute of California.

For the 10th straight year, the A's will donate \$5,000 as a part of "**A Gift of Faith**" grant to a local charity in memory of longtime KTVU Channel 2 reporter, the late Faith Fancher. This year's grant will be presented to Breast Cancer Connections, a local grassroots organization that provides comprehensive, personalized services to those suffering from breast cancer. Rita Williams of the Friends of Faith—last year's "A Gift of Faith" grant recipient—will present this year's grant to a representative from Breast Cancer Connections.

BENEFICIARY:

All proceeds from the sale of commemorative pins, hats, pink jerseys and heart ribbon pendants, an A's autographed quilt raffle and fan and sponsor support will benefit the American Cancer Society and the Cancer Prevention Institute of California. Since 1999, the A's have raised more than **\$1.25 million** to help further advance breast cancer education and research.

WHEN:

Sunday, Sept. 1

12:40 p.m. — On-field pre-game ceremony
1:05 p.m. — A's vs. Tampa Bay Rays

WHERE:

O.co Coliseum

7000 Coliseum Way
Oakland, CA 94621

SPONSORS:

Supporting sponsors for this event are Alta Bates Summit Medical Center, Bay Area News Group, BDA, Comerica Bank, Nelson Staffing, Ross Dress For Less and State Roofing Systems.

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