



OAKLAND ATHLETICS

Media Release

Oakland Athletics Baseball Company • 7000 Coliseum Way • Oakland, CA 94621
510-638-4900 • Public Relations Facsimile 510-562-1633 • www.oaklandathletics.com

FOR IMMEDIATE RELEASE:

September 4, 2009

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

A's 11th Annual Breast Cancer Awareness Day Set for Saturday Funds Raised to Support Breast Cancer Research, Education, Advocacy and Treatment

- WHAT:** **Oakland A's Breast Cancer Awareness Day**
The 11th Annual Oakland A's Breast Cancer Awareness Day, sponsored by Olay Skin Care, is a day long celebration of survivorship honoring those who have courageously battled breast cancer and raises funds to support research, education, advocacy and free services for cancer patients and their families throughout the Bay Area.
- BENEFICIARY:** All proceeds from the sale of commemorative pins and hats, an A's autographed quilt raffle and fan and sponsorship support will benefit the American Cancer Society, Northern California Cancer Center and Susan G. Komen for the Cure. Since 1998, the A's have raised over \$1,000,000 to help further advance breast cancer education and research.
- PRE-GAME CEREMONY:** Over 500 Bay Area breast cancer survivors will form a symbolic human ribbon on the field in dedication of hope and survival and the release of white doves will serve as a symbol of hope. In addition, a check will be presented to representatives from the American Cancer Society, Northern California Cancer Center and Susan G. Komen for the Cure.
- As a part of "A Gift of Faith" grant, the A's will donate \$5,000 annually to a local charity in memory of longtime KTVU Channel 2 reporter, the late Faith Fancher. This year's grant and award will be presented to the Tiburcio Vasquez Health Center.
- WHEN:** **Saturday, September 5**
5:30 pm — On-field pre-game ceremony
6:05 pm — Oakland A's vs. Seattle Mariners
- WHERE:** **Oakland-Alameda County Coliseum**
7000 Coliseum Way
Oakland, CA 94621
- SPONSORS:** Oakland A's Breast Cancer Awareness Day is presented by Olay Skin Care. Additional sponsors include Alta Bates Summit Medical Center, Comerica Bank, Comcast, Contra Costa Times, Ross Dress For Less and State Roofing Systems.
- CONTACT:** Kristy Fick, A's Player and Media Relations Manager
(510) 563-2236; kfick@oaklandathletics.com

#####