



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 3, 2010

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

A's Breast Cancer Awareness Day Set for Sunday, Sept. 5

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

- WHAT:** **Oakland A's Breast Cancer Awareness Day**
The 12th Annual Oakland A's Breast Cancer Awareness Day, presented by Big O Tires, 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, jerseys and hats, an A's autographed quilt raffle and fan and sponsorship support will benefit the American Cancer Society, Cancer Prevention Institute of California and Susan G. Komen for the Cure. Since 1999, the A's have raised more than \$1.075 million 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, while the release of white doves will serve as a symbol of hope. A local breast cancer survivor will be singing the national anthem and throwing out the ceremonial first pitch of the game. In addition, a check will be presented to representatives from the American Cancer Society, Cancer Prevention Institute of California 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 will be presented to the Breast Cancer Emergency Fund of San Francisco, which provides immediate financial assistance to low-income people battling breast cancer when they are too sick to work.
- WHEN:** **Sunday, September 5**
12:40 pm — On-field pre-game ceremony
1:05 pm — A's vs. Angels
- WHERE:** **Oakland-Alameda County Coliseum**
7000 Coliseum Way
Oakland, CA 94621
- SPONSORS:** Oakland A's Breast Cancer Awareness Day is presented by Big O Tires. Additional sponsors include Contra Costa Oncology, the Contra Costa Times, Comerica Bank, Ross Dress For Less, State Roofing Systems and XFINITY.
- CONTACT:** Kristy Fick, A's Player and Media Relations Manager
(510) 563-2236; kfick@oaklandathletics.com

#####