



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

September 5, 2010

A's Today Raised \$70,650 Through Annual Breast Cancer Awareness Day

OAKLAND, Calif. — The Oakland Athletics today raised \$70,650 on A's Breast Cancer Awareness Day, presented by Big O Tires, with proceeds benefiting the American Cancer Society, Cancer Prevention Institute of California, and Susan G. Komen for the Cure. Over the past 12 years, this event has raised more than \$1.145 million for breast cancer education and research.

Funds were raised through the sale of special ticket packages, commemorative pins, jerseys and hats, an A's autographed quilt raffle, and fan and sponsor support.

Pre-game ceremonies featured over 500 Bay Area breast cancer survivors forming a symbolic human ribbon on the field in dedication of hope and survival, and the release of white doves as a symbol of hope.

In addition, as a part of "A Gift of Faith" grant, the A's 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 was presented to the Breast Cancer Emergency Fund of San Francisco.

Additional sponsors of this year's A's Breast Cancer Awareness Day include Contra Costa Oncology, the Contra Costa Times, Comerica Bank, Ross Dress For Less, State Roofing Systems and XFINITY.

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