



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

September 4, 2011

A's Raise \$63,200 Through Annual Breast Cancer Awareness Day

OAKLAND, Calif. — The Oakland Athletics today raised \$63,200 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 13 years, this event has raised more than \$1.2 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 600 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 Carol Ann Read Breast Health Center at the Alta Bates Summit Medical Center in Oakland.

Additional sponsors of this year's A's Breast Cancer Awareness Day include Alta Bates Summit Medical Center, Bay Area News Group, Comerica Bank, Good Neighbor Pharmacy, O.co, Ross Dress For Less, State Roofing Systems and XFINITY.

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