



# OAKLAND ATHLETICS

## Media Release

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**FOR IMMEDIATE RELEASE:**

August 31, 2012

**\*\* 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 14<sup>th</sup> 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:**

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 throwing out the ceremonial first pitch of the game and 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 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 Friends of Faith, an organization dedicated to the fight against the breast cancer through the power of information and by funding local organizations that provide direct services to underserved and underinsured women with breast cancer. Accepting the grant on behalf of the Friends of Faith is the organization's vice president, Rita Williams, who recently announced her February 2013 retirement date after 35 years as a reporter with KTVU.

**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, Cancer Prevention Institute of California and Susan G. Komen for the Cure. Since 1999, the A's have raised more than **\$1.2 million** to help further advance breast cancer education and research.

**WHEN:**

**Sunday, Sept. 2**

12:40 p.m. — On-field pre-game ceremony

1:05 p.m. — A's vs. Boston Red Sox

**WHERE:**

**Oakland-Alameda County Coliseum**

7000 Coliseum Way

Oakland, CA 94621

**SPONSORS:**

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

**CONTACT:**

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