



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

September 2, 2012

A's Raise \$53,600 Through Annual Breast Cancer Awareness Day

OAKLAND, Calif. — The Oakland Athletics today raised \$53,600 on A's Breast Cancer Awareness Day with proceeds benefiting the American Cancer Society, Cancer Prevention Institute of California, and Susan G. Komen for the Cure. Over the past 14 years, this event has raised more than \$1.25 million for breast cancer education and research.

Funds were raised through the sale of special ticket packages, commemorative pins, hats, pink jerseys, heart ribbon pendants, 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 Friends of Faith organization.

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