



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

May 8, 2014

**** 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 16th Annual Oakland A's Breast Cancer Awareness Day, presented by Zevia (ZEE-via), is set for this Sunday, as the Oakland A's again honor 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:

More than **350 Bay Area breast cancer survivors** will form a symbolic human pink ribbon on the field in dedication of courage and survival, followed by the release of white doves to serve as a symbol of hope. A breast cancer survivor raffle winner will throw out the ceremonial first pitch of the game and a check will be presented to representatives from the American Cancer Society prior to the game.

For the 11th straight year, the A's will donate \$5,000 as a part of "**A Gift of Faith**" grant to a local charity in memory of longtime KTVU Channel 2 reporter, the late Faith Fancher. This year's grant will be presented to **Pink Access Foundation**, a local non-profit organization that raises funds to fight cancer in disadvantaged communities.

Presenting the award will be William Drummond, widower of Faith Fancher, and Barbara Rodgers, president of the Board of Directors, Friends of Faith, Inc. Pink Access Foundation Founder Shonda Scott and Executive Director Shonnell Frost-Gibbs will accept the award.

BENEFICIARY:

All proceeds from the sale of commemorative pins, hats, pink jerseys and heart ribbon pendants, an A's autographed quilt raffle tickets, and fan and sponsor support will benefit the American Cancer Society. Since 1999, the A's have raised more than **\$1.3 million** to help further advance breast cancer education and research.

WHEN:

Sunday, May 11

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

1:05 p.m. — A's vs. Washington Nationals

WHERE:

O.co Coliseum

7000 Coliseum Way

Oakland, CA 94621

SPONSORS:

This year's event is presented by Zevia, The Zero Calorie Soda of the Oakland A's. Athena Water is this year's MVP sponsor, and supporting sponsors include Comerica Bank, Nelson Staffing and State Roofing Systems of San Leandro.

CONTACT:

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