



OAKLAND ATHLETICS

Media Release

Oakland Athletics Baseball Company • 7000 Coliseum Way • Oakland, CA 94621
510-638-4900 • Public Relations Facsimile 510-562-1633 • www.oaklandathletics.com

FOR IMMEDIATE RELEASE:

Sept. 2, 2015

**** MEDIA ADVISORY / PHOTO OPPORTUNITY ****

A's Breast Cancer Awareness Day Set For Sunday, Sept. 6

Funds Raised to Support Breast Cancer Research, Education, Advocacy and Treatment

WHAT:

Oakland A's Breast Cancer Awareness Day

The 17th 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, followed by the release of white doves which 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 and Cancer Prevention Institute of California prior to the game.

For the 12th 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 the **Charlotte Maxwell Clinic**, a local non-profit organization that supports and empowers low-income women with cancer by providing free access to compassionate, integrative care.

Presenting this year's award will be William Drummond, widower of Faith Fancher, along with his daughter Tammerlin Drummond. They will be joined by Rita Williams, Vice President, Board of Directors, Friends of Faith, Inc., and former Channel 2 reporter with Faith Fancher. Accepting the award on behalf of the Charlotte Maxwell Clinic will be their executive director, Devereaux Smith.

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 and the Cancer Prevention Institute of California. Since 1999, the A's have raised more than **\$1.4 million** to help further advance breast cancer education and research.

WHEN:

Sunday, Sept. 6

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

1:05 p.m. — A's vs. Seattle Mariners

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 Bottled Water is this year's MVP sponsor, and supporting sponsors include Comerica Bank, Nelson Staffing and State Roofing Systems of San Leandro.

CONTACT:

Zak Basch, media relations and broadcasting coordinator

510-563-2236; zbasch@athletics.com

#####