

**Publix Super Markets and Green Bag Company
to Sponsor Florida Suncoast Susan G. Komen for the Cure®
2009 Pink Tie Gala**

Tampa, FL, January 10, 2009 - The Florida Suncoast Affiliate of Susan G. Komen for Cure® is proud to announce that Publix Super Markets and the Green Bag Company have donated \$27,000 to sponsor the **2009 Pink Tie Gala**, an event to be held **February 28, 2009** at T. Pepin Hospitality Centre. Proceeds of this fundraiser will benefit the Florida Suncoast Affiliate of Susan G. Komen for the Cure® and fund breast cancer research, education, screening, and treatment programs.

The First Annual Pink Tie Gala, a black tie event (although “pink” tie is preferred), will feature a cocktail reception, live entertainment, gourmet dinner, dancing, and an auction featuring unique experiences. The event will be emceed by **Erica Riggins**, a morning news anchor from **Bay News 9**, co-hosted by **Melissa Johnson** of Bast Floors & Staircases, chair of the event, and legendary baseball player and Tampa native, **Mr. Fred McGriff**.

"Our first formal gala not only brings breast cancer awareness in the Tampa Bay area, but will raise much needed funds for breast cancer screening and treatment for the uninsured and underinsured in our six county area" explains **Lynn Rasys, Executive Director of the Florida Suncoast Affiliate of Susan G. Komen for the Cure**.

Melissa Johnson elaborates "The Inaugural Pink Tie Gala gives our Affiliate the opportunity to celebrate, in grand style, all of the success stories made possible with funding from generous Bay Area businesses and families. There is so much more to accomplish in order to eradicate this disease, but we have transitioned diagnosis from fear to hope and because of events like this – we can continue to move toward our goal, a world without breast cancer."

Maria Brous, Director of Media and Community Relations for Publix states: "It has been our pleasure to partner with the Green Bag Company to benefit Susan G. Komen for the Cure and the journey to eradicate breast cancer forever. We are a believer that together we will find a cure!"

Learn more at <http://www.komensuncoast.org/>(877) 506-6927.

About Florida Suncoast Affiliate of Susan G. Komen for the Cure

The Florida Suncoast Affiliate of Susan G. Komen for the Cure® is working to better the lives of those facing breast cancer in our community. Through events like the Komen Florida Suncoast Race for the Cure, we have invested over \$7 million in local breast health and breast cancer awareness projects in six Florida counties: Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota. Up to 75 percent of net proceeds generated by the Komen Florida Suncoast Affiliate are returned to the community while the remaining income goes to the national Susan G. Komen for the Cure® Award and Research Grant Programs. In 2008, the Florida Suncoast Affiliate awarded 20 grants for a total of nearly \$1.1 million dollars to the community to support a variety of programs supporting breast cancer education, screening and treatment for the underserved. For more information about the Florida Suncoast Affiliate visit www.komensuncoast.org or call 1-877-506-6927.

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