

MEDIA ADVISORY

Pink Martini at the Blue Martini Opens the Komen Race for the Cure® Season

*Event to benefit the Florida Suncoast Affiliate of the
Susan G. Komen Breast Cancer Foundation*

The Florida Suncoast is part of a troubling national trend: one in seven women will develop breast cancer in her lifetime. The Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation is gearing up to combat this alarming statistic with its annual Komen Race for the Cure®. Join the fight against breast cancer at the *Pink Martini at the Blue Martini*, and help kick-off the Komen Race for the Cure® season!

The *Pink Martini at the Blue Martini* will be held Thursday, July 13, 2006, from 5:00 p.m. to 8:00 p.m. Two drink coupons, hors d'oeuvres, and a pink ribbon pin are all included in the price of admission, and a silent auction will feature items donated by dozens of local businesses. The event will also include a raffle and more than 100 prize balloons.

Funds raised will directly benefit women in the Florida Suncoast by providing support to a variety of programs including breast health education, clinical breast exams, screening mammography, diagnostic evaluations and treatment. Join the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation and more than 700 survivors in the fight against this devastating disease on Saturday, October 7, 2006, for the annual Komen Florida Suncoast Race for the Cure®.

Visit www.KomenSuncoast.com to register for the *Pink Martini at the Blue Martini*. For more information about the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation and the Race for the Cure®, please visit www.KomenSuncoast.com.

When: Thursday, July 13, 2006
5:00 – 8:00 p.m.

Where: Blue Martini
International Plaza
2223 North Westshore Boulevard
Tampa, Fla. 33607

Cost: \$30 in advance, \$35 at the door, includes two drink coupons, hors d'oeuvres and a pink ribbon pin

Contact: Missy Hurley, 813.978.1992 ext. 227, missy@alliancecommunications.net