

Contact: Alex Aznar

The Breast Cancer Charities of America
Media Relations Department
Phone: 281.296.5755
alex@igopink.org
www.TheBreastCancerCharities.org



Press Release

For Immediate Release

Unmasking Breast Cancer Masquerade Gala to be held in The Woodlands, Texas

The Woodlands, Texas (September 23, 2011): October is not just a time for dressing up in costumes for candy, but it is also a time to dress up for a cause. The Breast Cancer Charities of America (BCCA) would like to close out October's breast cancer awareness month with the biggest event of the year, by hosting the second annual **Unmasking Breast Cancer Masquerade Gala.**



Gala Chair Tonya Crews (seated in center) poses with Co-Chair Lori Vismara (to her right), BCCA Executive Director Erica A. Harvey (to her left) and other members of the Unmasking Breast Cancer Masquerade Gala committee as they prepare to unmask breast cancer at the Second Annual Masquerade Gala on October 28, 2011.

The gala, being held on Friday, October 28, 2011 at The Marriott-Woodlands Waterway in The Woodlands, Texas, will have a masquerade theme to tie-in their mission of helping to unmask new, non-invasive treatments for breast cancer. Funds raised during the evening will go towards BCCA's primary program services including the Help Now Fund (paying the rent and utilities of women going through breast cancer), their University Educational Program, and going towards funding non-invasive breast cancer treatment research.

"We are grateful for the many volunteer hours and selfless sponsorship support that have gone into the planning of our second annual gala," says BCCA Executive Director Erica Harvey. "We invite members of our community to do their part for the cause by attending this exciting and fun evening."

BCCA is proud to announce that ABC 13 News Reporter Jessica Willey will be the emcee for this year's gala. The event is black-tie-optional. Event chairs Tonya Crews and Lori Vismara encourage guests to wear a mask for the theme and hot pink for the cause. Chairperson Tonya Crews stated, "Breast cancer research and help for women suffering from the disease is close to my heart. My mother is a breast cancer survivor. I have seen what it does to individuals and families first hand." Co-chair Lori Vismara added, "I want to give back to the people who have battled cancer. I am happy to help this cause in hopes that we can really make a difference for the women who really need love and support from others." The evening will include a full dinner, live and silent auctions, special activities and games, and live musical entertainment by Houston's award winning group, Yelba's Variety Band. IW Marks Jewelers and Domain Chandon will be featured for their generous support and guests will have an opportunity to win a Mikimoto pearl and diamond jewelry set.

Sponsors include: Woodforest National Bank, BMW of The Woodlands, The Houston Spine and Rehabilitation Centers, Woodlands Online, Woodlands Wealth Management Group, Northside FIAT, Oxifresh of The Woodlands, Dr. Ben Cilento- Texas Facial Plastics, Houston Community Newspapers, Stir Crazy, and Rico's Mexican Grill.

Sponsorship opportunities and general admission tickets (\$100) are still available.
Visit www.UnmaskingBreastCancer.com or contact Carla@iGoPink.org for more information.

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The Breast Cancer Charities of America (BCCA) is a non-profit organization with new global headquarters in The Woodlands, Texas. With over 25 years of experience in the non-profit industry, BCCA is dedicated to helping thousands of women through our *Help Now Fund* and by funding non-invasive breast cancer research.