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# Press Release

**For Immediate Release**

**Local Charity has the Chance to Win the \$25,000 Ellen DeGeneres Award Grant This Week**



**The Woodlands, Texas (October 14, 2011):** Houston based organization Pink Well will be giving an extra grant opportunity to one charity this week! Pink Well's founder Lester Smith was featured on the Ellen DeGeneres show on Tuesday, and surprised Pink Well grant applicants with chance to win an extra \$25,000 grant, named the Ellen DeGeneres Award. **The Breast Cancer Charities of America (BCCA)** has applied for the Pink Well grant, and has the opportunity to win the extra \$25,000.

***The Breast Cancer Charities of America needs your support!*** The Ellen Award Grant opportunity will be open from Tuesday, October 11<sup>th</sup>-Friday, October 14<sup>th</sup> until midnight. The organization that receives the most votes within this time will be the winner of the \$25,000 Ellen Award Grant. Please visit [www.pinkwell.org](http://www.pinkwell.org) and vote for BCCA! Each person can vote up to ten times per day.

Funding from the Ellen Award Grant would go towards BCCA's primary program service, The Help Now Fund. The Help Now Fund is a financial assistance program that helps patients that are going through breast cancer treatment with past due rent and utility bills. This support would help keep a roof over the heads of women when they need it the most. By having one less thing to worry about, it will give these women more time to focus on the main goal: getting well.

The winner of the Ellen Award grant will be announced on October 15<sup>th</sup>, along with the 20 finalists for other Pink Well grant opportunities. Pink Well will make its final decisions on the rest of the grants in June of 2012, awarding hundreds of thousands of dollars in grant funding for the winning organizations.

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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.