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# Press Release

## For Immediate Release

### 104.1 KRBE and BCCA team up to fight breast cancer- and sprint for a cause?

**The Woodlands, TX (October 7, 2010):** Houston's top radio station 104.1 KRBE and The Breast Cancer Charities of America, a national non-profit based out of The Woodlands, TX, have teamed up for the first annual "Stiletto Sprint" to bring hope through breast cancer research into less toxic treatments and the 'Help Now Fund'. The event will be held in The Woodlands, at Rob Fleming Park on Saturday, October 16th at 9:00 am.

The National Stiletto Sprint Championship is BCCA's signature event and promises to be the biggest collection of high heeled fun. From women's, men's and relay heats, to a Diva's in Training division and a sneaker sprint for the less adventurous, the Stiletto Sprint is sure to be an experience no one will soon forget!

"The sprint is more than just a race," says Executive Director Erica Harvey, "it's a sprint towards a future full of hope and the survival of breast cancer victims through more than just orthodox medicine." Erica is not the only one who feels this way. 104.1 KRBE's Roula and Ryan show have "sprinted" to support the Sprint!

During the week of October 13<sup>th</sup>, The Roula and Ryan show interns will compete on air in their own Stiletto Sprint challenge to see who the best intern is, for their own bragging rights. Roula, herself, will be the emcee at the actual National Stiletto Sprint Championship on October, 16<sup>th</sup>!

Be sure to listen to KRBE next week to hear more about the sprint! Also, make sure that you register for the sprint NOW at [www.stiletto sprint.com](http://www.stiletto sprint.com)! You do not want to miss out on this fun experience to sprint for a cause.

Registration fee's are \$25 for adults and \$10 for children. Registration begins at 7:30 am on the 16<sup>th</sup> and the races begin at 9:00 am. All of the proceeds go towards non-invasive cancer research and the 'Help Now Fund', which provides financial assistance to women battling breast cancer. We hope to see you there, sprinting for a cause!

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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.

