

**Contact: Whitney Prussia**

The Breast Cancer Charities of America  
2002 Timberloch Place, Suite 200  
The Woodlands, Texas 77380  
Phone: 281.296.5755  
whitney@igopink.org  
www.TheBreastCancerCharities.org



# Press Release

## For Immediate Release

### Sprinters Take your Marks...And Don't Forget Your Stilettos?

**The Woodlands, TX (August 5, 2010):** You don't have to be a serious runner to participate in this sprint. In fact, you don't even have to own a pair of running shoes. That's right, this sprint is for stiletto owners only! The Breast Cancer Charities of America, a local non-profit organization based out of The Woodlands, Texas, is hosting their first-annual "Stiletto Sprint" to bring hope through breast cancer research into less toxic treatments, minimally invasive treatment options and a host of leading-edge programs pioneered by BCCA.

And don't think you have to be a woman to participate in this event. Men, women, family members, neighbors, and co-workers are encouraged to pledge their participation.

"This 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."

The "Help Now--Sprint! Campaign" is an unprecedented union of celebrity, media, retail and corporate partners that asks consumers to help right now by running a simple and fun race.

Not ready to strap on your (or your wife's) favorite 3-inch heels? There's good news: running in the event is not the only way you can show your support.

Sponsorship starts at \$500 and is highly encouraged.

Even more so, as Harvey explains, "sponsorships are the source from which the biggest impact on the lives of women with breast cancer and their family members is made. To you it may be just another philanthropic donation, but to men and women fighting breast cancer, it means the world and so much more."

For more information on the details of sponsorship levels or how to participate in the campaign, please visit the "Events" section of [www.thebreastcancercharities.org](http://www.thebreastcancercharities.org) or email [info@igopink.org](mailto:info@igopink.org).



###

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.

