

**Contact: Alex Aznar**

The Breast Cancer Charities of America  
Media Relations Department  
Phone: 281.296.5755  
Alex@iGoPink.org  
[www.TheBreastCancerCharities.org](http://www.TheBreastCancerCharities.org)



# Press Release

**For Immediate Release**

## Local Mom Runs for Her Sister's Life and for Many More Women Battling Breast Cancer

The Woodlands, TX (August 18, 2011). Like many women, Audralyn Allen of Katy, Texas, and her girlfriends get together each year to do something “just for the girls.” Right before the girl trip in 2010, Audralyn received news that would change her life. Her younger sister DeLayne, who lives in Utah, was diagnosed with breast cancer. The news devastated Audralyn, who told her friends to plan their trip without her. Like any good friends, they were not going to do that, they were going to help their friend when she needed it.



**Audralyn Allen of Katy takes first place in the 2010 Stiletto Sprint benefiting The Breast Cancer Charities of America**

One girlfriend found The Stiletto Sprint site online. The thing that really caught Audralyn's attention is that it was benefitting The Breast Cancer Charities of America. Within minutes, they started organizing their team. Audralyn and friends arrived at the race decked out in their pink shirts and bandanas, each with a picture of DeLayne pinned to their chests. As a big sister, Audralyn wanted to do something to help, and she knew that this was a way that she could, by supporting The Breast Cancer Charities of America. Audralyn had one thing on her mind....to win! And with that, she was off, sprinting in a mad dash to win first place in the women's stiletto sprint.

DeLayne is now cancer free and this year, DeLayne, their mother, three more sisters, Audralyn's husband, their five children, and friends from the Katy area will all be participating in the event.

Audralyn shares, “My grandmother was diagnosed with breast cancer in 1993. This was my first real exposure to

“Team DeLayne” at The Breast Cancer Charities of America's 2010 Stiletto Sprint Competition



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cancer. Now, fast forward to last August, 2010, when I received a phone call that my younger sister had found a lump that had been misdiagnosed and the prognosis was not good. I felt so helpless. It was all happening so fast. Many of my extended family lives near her so they could help her with her 6 children. They did not need me. But I needed them. I needed to get involved with a cause that would help me cope with the sorrow and helplessness. I was drawn to the purpose of the charity, which is to help local women in need with their financial hardships. It looked fun. So we did it. The Stiletto Sprint was one way I felt I could participate vicariously in my sister's cause."

The 2<sup>nd</sup> Annual iGoPink Stiletto Sprint, presented by The Woodlands Development Company, will take place on September 10, 2011 at Market Street in The Woodlands, Texas. This 100 Meter Sprint will have categories including: a Women's Stiletto Sprint, a Men's Stiletto Sprint, a Co-ed Adult Sneaker Sprint, a "Diva's in Training" Sneaker Sprint for younger girls, a "Speed Demons" Sneaker Sprint for younger boys, and a Spirit Squad to cheer on race participants. There is a way for everyone to participate! There will also be a costume contest, family zone activities, food, and refreshments for everyone to enjoy. To register, visit: [www.StilettoSprint.com](http://www.StilettoSprint.com). Be sure to wear your pink and help The Breast Cancer Charities of America bring awareness to all ages, and raise funds to assist those in need.

In addition to The Woodlands Development Company, Stiletto Sprint sponsors include Northside FIAT, Rico's Mexican Grill, Century 21 Realty Partners, The Strong Firm, Northside Lexus, HEB-Woodlands Market, Noble Energy, Houston Community Newspapers, Abby Executive Suites, Stir Crazy, Langford Market, Schilleci's New Orleans Kitchen, KRBE 104.1, and venue sponsor Market Street – The Woodlands.

For more information and to arrange interviews with Audralyn Allen or representatives of the iGoPink Stiletto Sprint, please contact Carla E. Alsandor at [Carla@igopink.org](mailto:Carla@igopink.org).

For more information about the organization visit: [www.thebreastcancercharities.org](http://www.thebreastcancercharities.org).

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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.