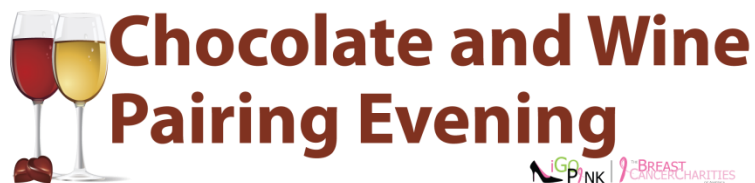


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For Immediate Release (February 8, 2011)

The Breast Cancer Charities of America hosts first Chocolate and Wine Pairing on Sunday

The Woodlands, TX – The Breast Cancer Charities of America will be hosting its first Wine and Chocolate Pairing at The Crescent Moon Wine Bar on Sunday, February 13, 2011. Funds raised during the evening will go towards BCCA's primary program services including the Help Now

Fund (helping to pay the rent and utilities of women going through breast cancer).



Avery Smith, owner of the Chocolate Lounge, Carla E. Alsandor, director of national events at BCCA, and Rodney Anderson, owner/manager of Crescent Moon Wine Bar make pairing decisions in preparation for the event.

The Crescent Moon Wine Bar is providing the venue, select beverages for the pairing and is sponsoring a portion of the evening. The exclusive Pink Champagne Sponsor is Lori Vismara with Prudential Gary Greene, Realtors. Rose Bud Sponsors include A Waters Interiors, Avante Laser & MediSpa, Flawless Face, Jim & Susie Gilbert, Milstead Automotive, Tia (Garris) Brown- Scentsy Independent Consultant, and Spring Wellness and Rehab. The Chocolate Lounge in Old Town Spring is providing the custom, handmade chocolates and specialty cupcakes are being donated by Baking Buddies.

Executive Director Erica A. Harvey said, "We are grateful for our generous sponsors and know that we will have a fun and successful event and help many families struggling with breast cancer." With Valentine's Day coming up, this is a time to celebrate with great food, drinks and entertainment in a meaningful way. Whether you are single, taken, or just looking to spend some fun and meaningful time with friends, this is the place to be.

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Tickets are still available at \$50.00 per person for a full evening of chocolates, international wines, a specialty beer, hors d'oeuvres, cupcakes, The Kelly Peters Trio for listening and dancing, a chance to win great prizes including a dozen pink roses from The Blooming Idea, a silent auction, and other fun activities. Tickets can be purchased at Crescent Moon or online at www.thebreastcancercharities.org. Click on WineAndChocolate.

Sponsorship and auction donation opportunities are still available. For more information, e-mail Carla@igopink.org.

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The Breast Cancer Charities of America (BCCA) is a non-profit organization with its 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 The Help Now Fund, educational programming, and by funding non-invasive breast cancer research.