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# Press Release

**For Immediate Release**

## **Grab Your Heels and Go.... to the 2<sup>nd</sup> Annual iGoPink Stiletto Sprint!**



**The Stiletto Sprint is sure to be the most high-heeled fun The Woodlands, Texas has ever seen!**

**The Woodlands, Texas (June 23, 2011):** What is the first thing that comes to your mind when you hear about running a 100 meter sprint? Now, take that thought and add style, class, and.... **HIGH HEELS!**

**The Breast Cancer Charities of America (BCCA)** is hosting the 2<sup>nd</sup> Annual iGoPink Stiletto Sprint on Saturday, September 10, 2011 at Market Street in The Woodlands, Texas. This event, presented by The Woodlands Development Company, will be a fun-filled day with ways for the whole family to participate! The Stiletto Sprint will be the

kick-off of BCCA events, leading into October's breast cancer awareness month. Event sponsors include: The Woodlands Development Company, Market Street-The Woodlands, and Northside Lexus.

"This is a great opportunity to bring the community together," says BCCA Executive Director Erica Harvey. "The iGoPink Stiletto Sprint is a way to spend time together, educate, help others in need, and have fun all at the same time."

Event activities include a women's stiletto sprint, a men's stiletto sprint, a "Divas in Training" sneaker race for the girls, a Speed Demons sneaker race for the boys and a co-ed Sneaker Sprint for adults not ready to sprint in 3" heels. All non-runners line the straight away to cheer on the sprinters, and family zone activities will be available. Check in begins at 7:30am, and the races begin at 9:00 am. Funds raised will benefit the *Help Now Fund* (an emergency financial

assistance program that helps with rent and utilities of those who are going through breast cancer). Everyone is invited to participate, and dress to impress in their pink attire!

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

To register for the event, visit: [www.StilettoSprint.com](http://www.StilettoSprint.com). For more information on sponsorship levels contact: [Carla@igopink.org](mailto:Carla@igopink.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.