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# Press Release

**For Immediate Release**

## Event Chairpersons Named for Unmasking Breast Cancer Gala

**The Woodlands, Texas-** Tonya Crews and Lori Vismara, both with Gary Greene Prudential, have been named event chairs for The Breast Cancer Charities of America's 2<sup>nd</sup> Annual Unmasking Breast Cancer Masquerade Gala.



Lori Vismara and Tonya Crews chair the 2<sup>nd</sup> Annual Unmasking Breast Cancer Masquerade Gala for The Breast Cancer Charities of America in The Woodlands, TX

Tonya Crews is a native Houstonian and has been a resident of Montgomery County since 1995. With a background in sales, Real Estate, and television reporting, she has the ability to work with people with various backgrounds and from all walks of life. She was approached about volunteering for the Breast Cancer Charities of America, she enthusiastically accepted. *"Breast cancer research and help for women suffering from the disease is close to my heart. My mother is a breast cancer survivor. I have seen what it does to individuals and families first hand," she says.* In addition to her role as the chairperson of the upcoming Gala for The Breast Cancer Charities of America, Tonya works in the energy industry and is a realtor with Prudential Gary Green in The Woodlands. She and her husband, Mitch, reside in The Woodlands with their three children.

Lori Vismara is a Certified Relocation Specialist - Residential Real Estate Specializing in The Woodlands, Northwest Houston, and Montgomery County. As a Relocation Specialist, Lori provides her clients with a personal look at each home in the area they are most interested, bringing a high degree of knowledge and understanding in the relocation process. Lori shared her reason for volunteering, saying, *"The reason I decided to be a part of this program is because I want to give back to the people who have suffered cancer, and the impact it has had on them as an individual and their families. I recently had a basal cell cancer tumor removed from my face, and it made me realize what an impact it had on me and it gave me time to reflect on others. I am happy to help this cause in hopes that we can really make a difference for the women who really need love and support from others."* Lori has one daughter.

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**Co-chairs Named for Unmasking Breast Cancer Gala**  
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The event will take place on Friday, October 28, 2011 at the Marriott-Woodlands Waterway. The Gala will raise money for the Help Now Fund, an emergency financial assistance program that helps with the rent and utilities for those who are going through breast cancer.

For sponsorship opportunities and ticket information, please visit BCCA's web site at:  
[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.