



**ACTORS
ALLIANCE**
of SAN DIEGO

3535 Adams Avenue
San Diego, CA 92116
Office: (619) 640-3900
Fax: (619) 640-4900
Hotline: (619) 640-3333
Email: info@actorsalliance.com
Website: www.actorsalliance.com

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PR & Development Director
Erin Cronican

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Jennifer Austin

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PRESS RELEASE

Media Contact: Erin Cronican (619)640-3900

FOR IMMEDIATE RELEASE- EVENT DATE IS SUNDAY, OCTOBER 19

Actors Alliance of San Diego Forms a Team for Making Strides Against Breast Cancer

Annual Walk Raises Funds for Research, Legislation and Patient Services

Employees, members and friends of Actors Alliance of San Diego will join the fight against breast cancer on Sunday, October 19 at Making Strides Against Breast Cancer, the American Cancer Society's sixth annual walk through Balboa Park.

Team Captain Erin Cronican has set a goal of recruiting 50 walkers for a day of "fun raising" for the important cause, which is held in conjunction with National Breast Cancer Awareness Month.

The Making Strides Against Breast Cancer route starts and ends on the lawn area at the corner of Sixth Avenue and Laurel Street and includes a portion of Route 163 from Park Boulevard to Robinson Avenue. Registration is from 7:15 to 8:15am with the walk starting at 8:30am.

Some 2290 San Diego County women will be diagnosed with breast cancer this year and approximately 360 will die of the disease, according to the American Cancer Society statistics. Funds raised at the event will be used for scientific research on the causes of breast cancer and preventative measures; Reach to recovery, a one-to-one support program for women with breast cancer; and other breast cancer education efforts.

For additional information or to join other Actors Alliance walkers, please contact Erin Cronican at (619)640-3900 or log on to the American Cancer Society Website at www.cancer.org/makingstrides.

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