

FOR IMMEDIATE RELEASE

Irreverently Serious – The Boobies are Back

Everywhere, USA – Six years of tradition has the blogger community sharing, and baring, their chests for the best reason they can think of – fighting cancer.

That's right, the racks are back Oct. 1-8 and they're committed to raising more than \$10,000 in one week by unveiling Mother Nature's greatest gifts. That's right, we're saying it, BOOBS.

"I love the idea," says Melissa Connolly, 2007 coordinator, "If someone's going to ogle my goods, they can at least make a donation to save boobies and lives!"

No one ever said that bloggers were afraid of expressing their opinions or sharing their ideas. Those are the very catalysts that make blogs the influential medium they are today. So when a joke between friends turned into an empowering fundraiser and awareness-raiser bloggers nationwide signed on. And they're saddling up again for another wild ride in 2007.

In an effort to gain donations for breast cancer research, hundreds of women and <insert gasp here> men are donating images of their chests for ogglers world-wide to check out. Generous donor bloggers are seriously strutting their creativity in both the clothed and bared arena on boobiethon.com.

Shall we repeat that? boobiethon.com boobiethon.com boobiethon.com, boobiethon.com

The passion, the mission and the history are waiting for you to discover; online; today; right now at boobiethon.com. Don't worry, all primary pages are work safe.

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PS – did we mention our bad @\$ fundraising website, boobiethon.com?