

Media Alert

Who: Bloggers

Blog Readers

Cancer Research Advocates

Fun-loving, spirited people

What: **Sixth Annual Blogger Boobie-Thon**

Accepting donated images of chests (both genders), clothed or otherwise to encourage donations for breast cancer research.

When: Oct. 1-8, 2007

Where: www.boobiethon.com

Why: If you can stare at them, you should care about saving them; so donate for a great cause.

How: How can you help?

- Reporters and individuals alike can help spread the word about this unique fundraiser by telling their colleagues and friends.
- Women and men can donate images, we encourage creativity and proudly will share survivor images.
- Donate a dollar, or fifty, or more to breast cancer research.