



MEDIA ALERT

BRIDES AGAINST BREAST CANCER™ NATIONWIDE TOUR OF GOWNS **STOPPING IN PHILADELPHIA ON JUNE 17-19**

Local Brides Help Make Dreams Come True for Stage IV Breast Cancer Patients

WHAT: Making Memories Breast Cancer Foundation,[™] a non-profit organization dedicated to granting wishes to men and women battling stage IV breast cancer, has kicked off its Brides Against Breast Cancer™ Nationwide Tour of Gowns and will be stopping in Philadelphia, PA on June 17-19. Local brides-to-be will have an opportunity to find their dream gowns while making wishes come true for metastatic breast cancer patients. The charity wedding gown sale features hundreds of beautiful gowns donated by manufacturers, designers, retailers and individuals. Specific gown prices range from \$99 and up, including hundreds of brand name and designer gowns, some valued up to \$8,000. Tiaras, veils, crinolines and other accessories will also be offered. Bridal gown donations will also be accepted for gowns 2006 and newer at the sale. For more information about the tour, please visit www.bridesagainstbreastcancer.org.

In addition, we are looking to grant a wish for someone with stage IV breast cancer. Please direct deserving individuals to our website at www.makingmemories.org to secure a wish packet.

WHEN: **VIP Night – Mini Bridal Show with Gown Sale**
\$40 Bride Admission; \$20 Guest Admission
Thursday, June 17 from 6 p.m. – 10 p.m.

General Sale – Free Admission
Friday, June 18 from 10 a.m. – 8 p.m.
Saturday, June 19 from 10 a.m. – 6 p.m.

WHERE: Radisson Valley Forge
1160 First Avenue
King of Prussia, PA 19406

PRESS OPPS: Pre-event coverage is encouraged. In-studio and phone interviews are available immediately. Press is also invited to cover during the VIP Night on Thursday at 6 p.m. as well as the General Sale on Friday and Saturday. B-roll footage of hundreds of gowns, brides shopping and interviews with national tour director, Allison Caudle, will be available throughout the event.

CONTACT: For press inquiries, questions and coverage, please contact Erin Scharf at (503) 491-8091 / pr@makingmemories.org. On-site contact is Allison Caudle at (202) 480-7193 / allison@makingmemories.org.

ABOUT MAKING MEMORIES BREAST CANCER FOUNDATION™

Headquartered in Portland, OR, Making Memories Breast Cancer Foundation™ is a non-profit organization dedicated to granting wishes, including memory-making events, for stage IV breast cancer patients, while continuing to support, educate and increase awareness of breast cancer. Since its founding in 1998, Making Memories has developed various fundraising divisions including Brides Against Breast Cancer,™ Pink Envelope Project, Quilters Against Breast Cancer and Diamonds for Dreams. These divisions support wish fulfillment and various educational programs of the foundation. Each year, Making Memories receives thousands of wedding gowns from various manufacturers, designers, retailers and individuals for the Brides Against Breast Cancer™ Nationwide Tour of Gowns, making it the organization's primary fundraising activity. Making Memories has received national media coverage including *Oprah*, *MSNBC*, *CNN*, *E! Entertainment*, *Newsweek*, *TIME*, *Redbook*, *Ladies' Home Journal*, *Brides*, *Modern Bride*, *Martha Stewart Weddings*, *Family Circle*, *Woman's Day* and *Shape* magazine among others. For more information about Making Memories, please visit www.makingmemories.org.

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