

FOR IMMEDIATE RELEASE

CONTACT: Andrea Ivory
Cell: (305) 788-5054
Office: (305) 825-4081
andreaivory@flbreasthealth.com

**JOIN THE CAUSE, SPREAD THE WORD,
AND INFORM THE UN-INFORMED**

**Florida Breast Health Initiative (FBHI) honors those whose efforts have helped
hundreds of needy families learn about breast cancer prevention**

Miami Lakes (March ____, 2008) – The Florida Breast Health Initiative (FBHI), an organization designed to provide door-to-door information to the neediest communities about breast cancer awareness, is hosting its first annual Reception & Silent Auction on Friday, March 28th, from 6 p.m. to 9 p.m., at Shula's Hotel and Golf Club, 6842 Main Street, Miami Lakes, FL. Tickets are \$75.

The organization, which last year knocked on more than 5,000 doors to bring awareness of breast cancer to the area's neediest communities, as well as screening from the only digital mobile mammography van in the state, will honor those who have worked so diligently to eradicate breast cancer as a life threatening disease through early detection.

The honorees will be:

- Kathy Durham, South Broward Hospital District Commissioner and Financial Executive
- Kappa Alpha Psi, Miami Alumni Chapter
- Charlene Thomas, Florida Breast Health Initiative Volunteer

The evening will include fine dining, distinctive door prizes, entertainment, and a silent auction.

FBHI was created and is led by Andrea Ivory. Andrea was diagnosed with breast cancer three years ago and after successfully fighting her own battle, started FBHI to further awareness of this often-very-treatable disease.

-- more --

‘Open the door’, as the campaign is more commonly known, is the very literal description of FBHI’s objective. “With breast cancer, it’s all about early detection,” says Ivory. “The communities we reach do not have the resources or wherewithal to advocate for themselves. This first annual event, along with the community support we look to generate, will literally be saving lives by knocking on doors of low-income families and spreading awareness of free mammograms.”

This year, with community volunteer support, the organization hopes to exponentially increase its number of home visits.

Volunteers are encouraged to contribute to the battle against breast cancer by joining up alongside hundreds of cause-fighting volunteers who are part of FBHI. Contributions for the silent auction will be accepted until March 21st. Donations such as Electronic Devices (ipod’s, cell phones), Jewelry, Sports or Theater Memorabilia, Themed Gift baskets, Tickets to Sporting or Cultural events, Vacation Packages, Original Artwork, Toys/Children’s Items, and Restaurant Gift Certificates are needed.

For more information about the Florida Breast Cancer Initiative, or to purchase tickets for our event, please visit www.flbreasthealth.com.

###

About Florida Breast Health Initiative

Florida Breast Health Initiative is a non-profit 501 c(3) corporation that is the nationally recognized premiere source for door to door breast health awareness in South Florida. FBHI provides FREE education, screening and referrals to the uninsured and underserved in an effort to eradicate breast cancer as a life threatening disease, one household at a time. There are many organizations that offer awareness, education and screening. What sets the Florida Breast Initiative apart is their “take it to the streets” approach.