

HOMETOWN PRESS RELEASE FORM

(Fill-in the blanks and submit to your home town newspaper with headshot of yourself.)
(Publicity can help find additional donors and encourage friends and others to help.)

Contact:
Your name: _____
Your phone: _____

_____ Prepares for the Against the Tide
(Your name)
19th Annual Against the Tide Fundraiser Helping to Fight Breast Cancer Epidemic in
Massachusetts
One in Seven Families Touched by the Disease

FOR IMMEDIATE RELEASE:

(Your name) _____ of (your home town) _____ is
preparing to participate in the annual Against the Tide fundraiser event on
(date) _____ in (Hopkinton or Brewster) _____, Massachusetts.
She/he is swimming/walking/kayaking/running in the event because of (your
personal reason): _____
_____.

Against the Tide is a swim/kayak/walk fundraising event solely dedicated to the
fight against breast cancer and specifically designed to provide support and
inspiration to individuals and families touched by the disease. The money raised
from Against the Tide benefits the Massachusetts Breast Cancer Coalition and is used
to find the causes of breast cancer and seek real prevention of the disease.

Donations in support of (your name) _____ effort may be mailed to:
(Your name and mailing address) _____. Anyone
interested in participating in one or both of the Against the Tide events being held at
DCR's Hopkinton State Park, Hopkinton, Mass. on June 18,2011 or DCR's Nickerson
State Park, Brewster, Mass. on Cape Cod on August 20,2011 can register by calling 1-
800-649-6222 or by going on-line to www.againstthetidembcc.org

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