

FOR IMMEDIATE RELEASE

Contact: Cheryl Caire, BCRF Pensacola
Phone: 850-324-2776, Email: ccaire@cox.net

HOT PINK WEEKEND for Breast Cancer Research

Pensacola, FL. On Friday, Saturday, and Sunday March 4-6, 2016, the **HOT PINK WEEKEND** will be held to support the **Breast Cancer Research Foundation (BCRF)**.

Five fabulous events will be held throughout Pensacola during the weekend. The “**Hot Pink Weekend**” **Kick-Off Party** will start the weekend at **Seville Quarter** in Downtown Pensacola from 6:00 p.m. until 9:00 p.m.

Saturday will be fun for all starting with a “**Hot Pink**” **Golf** tournament at **Marcus Pointe Golf Club** at **7:00 a.m.**, a **Bowling for Pink** event at **Deluna Lanes** at **1:00 p.m.** and the “**Hot Pink**” **Fashion Show** on Saturday evening at **Pensacola Country Club** at **6:00 p.m.**

On Sunday at 2:00 pm, **BCRF Pensacola** will team with **850Events** to present “Run Pink”, a 5K run and ending with a Survivor walk and after race celebration.

Several sponsorship and donor levels are available. Each event will offer its own unique, fun activities with local celebrities and entertainment to help raise money for **BCRF**.

In 1993, Mrs. Evelyn H. Lauder, daughter in law of Estee Lauder, created the **Breast Cancer Research Foundation**, dedicated to raising funds for clinical research for the prevention and cure of breast cancer. Visit www.bcrfcure.org for more details.

Currently, 91 cents of every dollar spent by **BCRF** is directed towards breast cancer research and awareness programs. In October 2015, **BCRF** announced new grants of over \$48 million to 240 scientists from top universities and academic medical centers across the globe. Since its inception, **the Foundation has raised more than \$500 million**. Money magazine named **BCRF** one of America’s eight top charities.

Please visit <http://HotPinkWeekend.com/> for more information, to donate and register. And follow us on Facebook at <http://facebook.com/HotPinkWeekend>. Or contact Cheryl Caire, at 850-324-2776 or email ccaire@cox.net.

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