



For Immediate Release
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FOR MORE INFORMATION, CONTACT:
Justine Staten, 785-565-1976
Jill Sittenauer, 785-806-2248

BIG BALL IN COWTOWN

Announcing the American Cancer Society Cattle Baron's Ball

Gentlemen, break out your black bolo tie and your Stetson hat! Ladies, slip on your rhinestones and your stilettos! We're planning a heel raisin', boot scootin' good time with Stetsons & Stilettos!

The American Cancer Society is bringing a new event to Manhattan, Kan., on Friday, August 27, 2010, presenting the premier of "Stetsons and Stilettos," a Cattle Baron's Ball!

This inaugural event will take place at the spacious K-State Alumni Center in Manhattan, allowing for plenty of display room for some terrific auction items! It's a dedicated "party with a purpose," where guests will dress up in their western best and celebrate the old west heritage in the Flint Hills, rich with cattle, cowboys and the circle of life! All proceeds benefit the American Cancer Society.

"We all have the power to make a difference for patients and their families locally who are facing cancer," says Deanna Nitschke, chairperson of the Cattle Baron's Ball Committee. "This event will help pay for cutting-edge cancer research, as well as prevention and early detection of this terrible disease. I encourage businesses and individuals in the Manhattan area to join us in the fight against cancer."

"Plus, this is sure to be the black tie affair of the year," Deanna adds. "You won't want to be left out!"

Our commitment to finding a cure for cancer and assisting families in their journey to recovery will be more complete with your involvement. Corporate sponsorship and donation opportunities are available to show your brand in the herd at the Cattle Baron's Ball. For *sponsorship and donor opportunities*, please contact Stacie Schroeder at the American Cancer Society 1-800- 359-1025 or stacie.schroeder@cancer.org by June 15, 2010.

Learn more about the American Cancer Society and the programs available to you and your loved ones by visiting www.cancer.org or calling 800-ACS-2345 any time day

or night. Find information about services for cancer patients, caregivers and the community, including transportation and lodging assistance, one-on-one support programs, on-line education classes, local support groups, youth tobacco and skin education programs, clinical trials matching services and life-saving research programs – plus a lot more!

Reserve your tickets today for the August 27th Stetson and Stiletto Cattle Baron's Ball; limited number of tickets available. Contact Stacie at the American Cancer Society, 800-359-1025 or stacie.schroeder@cancer.org.

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight.

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