

Pink Digs for the Cure

September 28, 2010 - FOR IMMEDIATE RELEASE

IGNACIO, CO - In grand fashion - or should we say in "Pink Fashion," the Ignacio High School Girls Volleyball Program hosted the first of three separate Pink Digs for the Cure cancer benefits, Tuesday, September 28th. Ignacio's gymnasium was filled with community fans, benefit sponsors, local cancer survivors, and spirited volleyball teams, all donning pink. The CHSAA Volleyball Match was the main event, as the student-athletes worked toward, and exceeded, their 75-dig pledge to earn contributions in support of the American Cancer Society's (ACS) "National Breast Cancer Awareness Month" in October. 100% of net proceeds benefit local, in-treatment cancer patients, through the Women's Health Coalition Emergency Fund Scholarship Program servicing La Plata County.

Several Pink Digs Business Sponsors also took center court along side the Pink Digs All-Star Survivors Team (local breast cancer survivors). FCI Constructors, Inc., XTO Energy, Kyvek Energy Services, Inc., Advertising Innovations were in attendance. BP America Contributions Committee brought the crowd to their feet with an amazing surprise announcement of a \$10,000, contributions commitment.



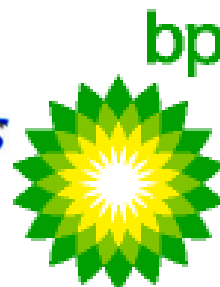
Left: Curtis Thomas of BP America, Pink Digs Platinum Sponsor since 2007.

Middle: All-Star Survivors Team Roster: [from top left: Tammy "The Rock" Osborn, Patti "The Captain" O'Brien, Mary "Danger" Havran, Pat "The Gladiator" Redding, and bottom-center, Cheryle "The Finisher" Brandsma.

Right: Pink Digs Fan Fashion in effect at Ignacio's Pink Digs Benefit

Durango High School is excited to host it's first Pink Digs Event on Saturday, October 16, 11:00am MST, versus conference rival, Grand Junction Central. **Fort Lewis College Skyhawks Women's Volleyball Program is also announcing it's Pink Digs for the Cure Benefit on Friday, October 22, 2010, 7:00pm, versus Western State College.** Both events feature local, Breast Cancer Survivors All-Star Team, Pink Gifting Shop, Prize Giveaways, Sponsor Recognition Program, and complimentary Sweet Rewards Celebration immediately following the volleyball matches. Participating schools are encouraging attendance through a "Real Men Wear Pink" and "Fight Like a Girl" campaign.

Pink Digs for the Cure is now marketing Business Sponsorship Packages and Individual Contributions Forms. Event information is available for viewing at www.fourcornersvolleyball.org, or contact Terene Foutz at CoachT4U2@aol.com, or 970-769-0219.



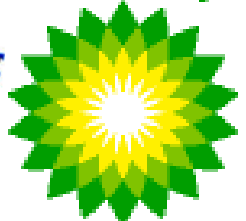
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