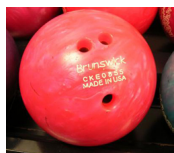


Pink is the New Black - Bowl for the Cure Day

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Every one of our lives has been touched by cancer in some way. Maybe you have a relative or friend bravely fighting the disease, get yearly exams to prevent a negative diagnosis, or are a survivor yourself. Whatever your story there is something you should be doing- helping to raise awareness. This weekend AMF Bowling Centers and Susan G. Komen for the Cure have partnered up to create the perfect weekend stress-buster, Bowl for the Cure Day.

While some may dismiss bowling as a trivial sport reserved only for children, it really is the ideal sport. How is throwing a sparkly ball in an air conditioned room with disco lighting and fun music not enjoyable? Plus, it's the only place where it's expected and acceptable to wear ugly shoes. Combine all this with a worthy cause and you have no excuse not to go.

Susan G. Komen for the Cure is a worthy cause, no question about that. As the global leader of the breast cancer movement since 1982, this foundation has invested more than one billion dollars for breast cancer awareness. In order to save lives, empower people, energize science to find a cure and ensure quality care for all, Susan G. Komen uses the world's largest grassroots network of breast cancer survivors and activists to plan events, such as the upcoming Bowl for the Cure Day.

"It's a win-win situation for everyone to come out, have fun, stay cool and strike it big while supporting a vital cause that affects so many," said Allison Levin, manager of fund raising development and media for Komen Phoenix, in regards to the upcoming event. "We ask our community to be part of the perfect game which means coming together to find a cure to end breast cancer forever."

How's that for incentive?

Bowl for the Cure Day is open to the public and will take place Saturday, July 18, from 10am to 10pm at various AMF bowling centers across the Valley. Raffle tickets will be available for \$2 a ticket or \$10 for six. Raffle prizes vary at each location and include a pink bowling ball, family fun packs for bowling, a bowling ball signed by Shaq and a bowling ball bag. All funds raised will be donated to the local Phoenix Susan G. Komen chapter.

Wearing pink is highly encouraged so channel your inner Barbie or Elle Woods, pile it on, pack up the kids or grab a few friends ,and head to your nearest AMF lanes for some fun out of the sun to celebrate life, love and sisterhood.

To find the nearest AFM bowling center near you or learn more about this event visit www.amf.com or www.komen.org.