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FOR IMMEDIATE RELEASE

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PINK! Benefitting Breast Center Treatment Services

Chattanooga, TN – The Memorial Health Care System Foundation will hold its 7th Annual *Pink!* Gala to benefit The MaryEllen Locher Breast Center on Saturday, January 21, 2011, at the Chattanooga Convention Center.

Join us for Chattanooga's signature gala - A Party, A Passion, A Purpose! Help make a difference in the fight against breast cancer. Proceeds from *Pink!* will benefit the expansion of surgical and infusion(chemo) services for breast cancer patients at the MaryEllen Locher Breast Center at Memorial.

The doors will open at 6:30 p.m. for cocktails, a four course dinner followed by an invitation to enter the exciting world of Party Nation, corporate America's favorite dance band. There will be an on-line auction prior to the event and a live and silent auction featuring some very unique items that evening.

- \$200 regular tickets include cocktails, dinner and entertainment. Regular tables of 8 are \$1,600.
- \$350 Patron tickets include all of the above as well as an exclusive pre-party invite, valet parking, premium seating and table side bar service the evening of the event. Patron tables of 8 are available for \$2,800.
- Sponsorship opportunities are available ranging from \$3,500 to \$50,000

Chairing this year's gala is Mike and Suzy Costa. Mike is Vice President and General Manager of NewsChannel9. The Hamico Foundation returns as the Title Sponsor of *Pink!* 2012, joined by SunTrust Foundation.

Pink! 2012 is a celebration of life for breast cancer patients and survivors. Join us for Chattanooga's signature black-tie gala, and help make a difference in the fight against breast cancer

Visit www.memorial.org/pink or call (423) 495-Pink for more information or to purchase tickets online.

Memorial Health Care System is a not-for-profit, faith-based healthcare organization dedicated to the healing ministry of the Church. Founded by the Sisters of Charity of Nazareth and strengthened as part of Catholic Health Initiatives, it offers a continuum of care including preventative, primary and acute hospital care, as well as cancer and cardiac care, orthopedic and rehabilitation services. Memorial is a regional referral center of choice with 4,000 associates and more than 700 affiliated physicians providing health care throughout Southeast Tennessee and North Georgia. Memorial Health Care System is recognized as one of the nation's 100 Top Hospitals® by Thomson Reuters, the health care industry's leading source of information on hospital quality. To learn more, visit www.memorial.org.

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