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**Y-ME Southland's First Annual Rally Round 4 Life!
Road Rally and Treasure Hunt Promises More Than Just Fun for All**

Charitable group aims to raise more than \$100K in funds for support services and financial assistance to cover treatment costs for breast cancer patients who can't wait for a cure.

June 12, 2006 – Irvine, Calif. – This September 10th, from 1:00 p.m. to 6:00 p.m. in Mason Regional Park in Irvine, residents of Orange County and surrounding areas are invited to attend a new and exciting, family-friendly event. That's the date slated for the Southland Affiliate of Y-ME National Breast Cancer Organization's first annual **Rally Round 4 Life!** road rally and treasure hunt. Y-ME Southland's event planners have done their job right, because there'll be something for everyone!

WHAT: Rally Round 4 Life!
WHERE: Mason Regional Park, Irvine
WHEN: September 10, 2006
TIME: 1:00 p.m. – 6:00 p.m.
WHY: To benefit those in Southern CA who have
or are at risk for breast cancer
COST: Adults - \$25; Children under 12 - \$15; Children
under 4 FREE

For rally participants, the fun starts at 1:00, when they gather their teams in a designated area in the parking lot and pick up a packet of clues, which will lead them on the Rally course. From 1:30 to 3:00, rallyers will follow clues to designated points throughout the community, where they'll play games and solve riddles at predestined stops. Once they answer a clue, they move on to the next until the course is completed and they head back to the event by 3:30.

Prizes will be awarded in various categories. While results are tallied, rallyers and general attendees can enjoy taking part in a fun-filled Chinese auction, take a look at higher-dollar items that will go up on a live auction block during the event, listen to music and entertainment, and browse educational and vendor kiosks. Attendees might even catch a glimpse of a few stars, too. Celebrities have been invited to attend. One special guest will share a message of hope with her

audience. But, shhhh... we can't spill the beans quite yet about whom that might be!

At 5:00, dinner will be served. On the menu is a tasty gourmet BBQ and beverages, all covered in the price of entry. (Adults - \$25; Children under 12 - \$15). Attendees are free to roam the beautiful and spacious Mason Regional Park; kids can head off to the playground while adults take some time to relax and enjoy the pleasant breezes of the last days of summer.

According to Adrienne Stokols, executive director of Y-ME Southland, the inaugural Orange County event aims to raise funds to provide education and support services to those who have, or are at risk for, breast cancer. There is a special outreach to those who are uninsured or underinsured.

“Unlike other breast cancer organizations that focus on raising funds for research, Y-ME raises funds to help those who can't wait for tomorrow's cure,” explains Stokols. “Y-ME Southland provides education and links for early detection as well as the much-needed support services to men and women and their families who have been diagnosed with breast cancer. Services include the multilingual 24-hour Y-ME Hotline, as well as an interactive, informational Web site, support groups, patient support and direction as to where they can find help. These services are primarily provided by dedicated volunteers and are made possible through the generous support of the community.

“One-way community members can show their support is to participate in this year's rally. The volunteers who have been planning it have put a lot of time, talent and resources into this event to make it memorable,” adds Stokols. “We're all very excited about this year's event, because we are creating an innovative event for Orange Countyians while raising the needed funds for women and families touched by breast cancer!”

How to Get Involved

For more information on the organization, visit www.y-me.org/southlandcalifornia. To purchase tickets to the event and to register as rally participants, visit www.rallyround4life.org or contact Adrienne Stokols at 714.404.8130 or astokols@y-me.org.

Sponsorship opportunities are available to local businesses, large and small. To request an underwriter's package or to learn more about the different levels of sponsorship, visit www.y-me.org/southlandcalifornia or contact Adrienne Stokols at 714.404.8130 or astokols@y-me.org.

About Y-ME

Y-ME National Breast Cancer Organization's mission is to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. Y-ME has the only 24-hour hotline staffed entirely by trained breast cancer survivors. Additionally, affiliates throughout the nation provide services such as support groups, breast health awareness workshops, wigs and prostheses for women with limited resources, and advocacy on breast cancer related policies in their communities.

For breast cancer support or information including publications and newsletters, visit www.y-me.org or call the Y-ME National Breast Cancer Hotline at 1-800-221-2141 (English, with interpreters available in 150 languages) or 1-800-986-9505 (Spanish).

Rally Round 4 Life! is an event offered to the general public to raise funds for the important services provided by the Southland Affiliate of Y-ME National Breast Cancer Organization.

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