

Contact: Alan Epstein
314-727-9500
aepstein@adamson-usa.com

St. Louis Men's Group Against Cancer Raises More Than \$30,000 at One-Day Radiothon

Event to become an annual fundraiser

ST. LOUIS- August 12, 2009—The St. Louis Men's Group Against Cancer, a local charitable organization that provides money for specific local programs dedicated to research, prevention and care of cancer victims and their families, raised more than \$30,000 at a radiothon held Friday, July 31. The event was hosted in conjunction with local radio station Team 1380 KSLG, and conducted from the Ameristar Casino.

“The funds donated for this event far exceeded our expectations,” Men's Group Executive Director Margie Price said. “We had no idea what to expect because this was our first attempt at a radiothon. We were overwhelmed by the generosity of people in the St. Louis area and by the passion displayed by the entire Team 1380.”

Listeners were encouraged by Team 1380 radio hosts to call in between 7:00 a.m. and 6:00 p.m. Friday July 31 to bid on a list of auction items, or to make a donation. Those donating \$100 or more were rewarded with 4 tickets to an upcoming Cardinal game. The auction items included throwing out the first pitch, plus tickets to the St. Louis Cardinals game on September 2; batting practice with St. Louis Cardinals General Manager John Mozeliak; lunch with St. Louis Blues Coach Andy Murray; a Gateway Racing package; a Warner glove; Blues tickets donated by St. Louis Blues General Manager Larry Pleau and tickets to the University of Missouri football season opener against University of Illinois. The items generating the largest bids were two St. Louis Rams VIP packages for the season opener against the Green Bay Packers, commanding \$3000 each. Because of the success of the radiothon, the Men's Group and Team 1380 are now planning to make the event an annual occurrence.

(More)

Men's Group Radiothon, continued

In addition to fundraising events like the radiothon, The St. Louis Men's Group Against Cancer hosts an annual dinner in November that generates the majority of funds presented each May to recipients at an annual luncheon. This year's dinner will be held November 5 at the Ameristar Casino, where former Mizzou men's basketball coach Norm Stewart is scheduled to be the featured speaker.

The St. Louis Men's Group Against Cancer is a non-profit, charitable organization that raises money for research, prevention and care for cancer patients and their families. Cancer-related organizations in the St. Louis area receive the net proceeds from the group's fundraising efforts. For more information, please contact Alan Epstein at 314-727-9500 or visit their Web site, <http://www.mensgroupagaincancer.org>.

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