



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

Bolt Pride & ACS – San Diego *declare* "Cancer Awareness Day" Sunday, October 24, 2010

WHO: All fans attending the Chargers vs. Patriots game are invited to commemorate this day by wearing a purple ribbon as a sign of community love and support for all families battling against cancer – *hope starts with us!*

WHAT: FREE American Cancer Society ribbons will be given away in the Bolt Pride tailgate party prior to the game (*while supply lasts*)
A drawing will also be held at 12 noon for Charger tickets, jerseys and a limited edition football. \$5 for 1 ticket or \$10 for 3 tickets. Proceeds benefit the American Cancer Society.

WHERE: North-East corner of parking section P4

WHY: Cancer awareness is everybody's business. In the U.S., one out of every four deaths is from cancer. In San Diego County, more than 12,000 people will be diagnosed with cancer and some 460 will die this year.



Bolt Pride is the heart of the Chargers' 12th man! Founded in 1992 by four season-ticket holders, Bolt Pride has become the most celebrated Charger fan group world-wide. The words "Bolt Pride" say it all. Moreover, Bolt Pride is about a passion for the Chargers; it's about family; it's about respect, and it's about having a great time. The extended Bolt Pride family also recognizes a responsibility and opportunity to contribute to our community. In recent years, Bolt Pride has raised over \$14,000 for community causes. As a result of fund-raising efforts, a pew was dedicated in 2008 to Bolt Pride and the "Charger fans of Our Lady of Guadalupe Church" in Logan Heights. Bolt Pride is honored to partner with the American Cancer Society (ACS) in promoting cancer awareness. In addition to ACS, Bolt Pride community partners include Athletes for Education, the Princess Project and Lifesharing. On game days, Bolt Pride can be found front-row center in the Chargers' Thunder Zone behind the West end zone and throughout the stadium. This is the Bolt Pride Experience - *and it's a beautiful thing!* For more information, visit www.boltpride.com

The **American Cancer Society** is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer *through* research, education, advocacy, and service. To learn about cancer programs, services & volunteer opportunities, and to get information about cancer, please visit the American Cancer Society web site at www.cancer.org or call the 24-hour information line at **1-800-ACS-2345**.