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**"HATS FOR HOPE" SILENT AUCTION CELEBRATES FIFTH YEAR OF
RAISING MONEY TO FIGHT BREAST CANCER**

***Fundraiser Supports American Cancer Society's
"Making Strides Against Breast Cancer"***

LOUISVILLE, KY, February 4, 2008 - The American Cancer Society's "Making Strides Against Breast Cancer" is hosting its fifth annual Hats for Hope auction to support the fight against breast cancer. Hats for Hope is a silent auction of Derby hats, as well as other items and packages including a trip to Cancun, Mexico, or Long Boat Key, Florida, as well as signed sports memorabilia and a Jockey Suite at Churchill Downs. Admission to the event includes hors d'oeuvres and dessert by Ladyfingers Fine Catering, Inc. and other local businesses, as well as coffee and Little Black Dress wine.

The event will be held on Thursday, April 3, 2008 from 6:00 p.m. - 9:30 p.m. at Mellwood Arts and Entertainment Center, 1860 Mellwood Avenue, Louisville, Kentucky 40206. Tickets are \$25 in advance or \$30 at the door. To obtain tickets or for more information, call or email Samantha Bickelman

at 502-891-2799 or Samantha_Bickelman@ufpc.com. You can also visit www.hatsforhopeauction.com.

The Hats for Hope auction is supported by KFC Corporation, YUM! Brands, Inc. and Unified Foodservice Purchasing Co-op, LLC (UFPC) and new 2008 Gold Sponsor, R.J. Corman Railroad Group.

Last year's auction included over 230 hats for bid, and seventy (70) packages including trips, jewelry, pampering packages and more. Over 500 people attended and together helped raise over \$40,000. In just four years, Hats for Hope has raised nearly \$100,000 for Making Strides Against Breast Cancer.

In 2007, an estimated 178,480 new cases of invasive breast cancer occurred among women in the United States. Of that number, about 40,460 women died of this disease - about 110 women per day. Breast cancer accounts for the second-highest number of cancer deaths among women.

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