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**FOR IMMEDIATE RELEASE**

**THE LONG ISLAND 2 DAY BREAST CANCER WALK TO HOLD KICK-OFF BREAKFAST AND TRAINING WALK  
IN PREPARATION FOR THE 5<sup>TH</sup> ANNUAL BREAST CANCER WALK TO BE HELD JUNE 7 – 8, 2008.**

**HAUPPAUGE, NEW YORK, January 15, 2008** – LI2DAY Breast Cancer Walk Executive Director, Ginny Salerno announced that the organization will hold a Kick-Off Breakfast and first training walk of the season on Sunday, January 27, 2008 at 7:30 a.m. at the California Pizza Kitchen in Lake Grove, New York. Following breakfast the LI2Day Training Walk will take place in the Smith Haven Mall in preparation for the 5<sup>th</sup> Annual LI2Day Breast Cancer Walk to be held on June 7 – 8, 2008.

LI2DAY Executive Director, Ginny Salerno said, "We are thrilled to be able to provide Walk information over breakfast for registered participants and help them physically prepare themselves for the 2-day, 35-mile walk in June. California Pizza Kitchen is generously donating their time, talents and financial support to help facilitate the first training walk. In addition to their help with the January event, LI2AY is fortunate to have CPK as a sponsor again this year. These contributions are invaluable to our organization and we are grateful to be involved with local businesses like CPK who share our vision."

LI2DAY participants will receive information on the June event over a breakfast hosted by the California Pizza Kitchen in Lake Grove, New York. The restaurant had its grand opening this past summer at the newly renovated Smith Haven Mall. CPK is a return sponsor for the 2008 LI2Day Walk and Mary Frey, Assistant General Manager of CPK said, "California Pizza Kitchen is committed to the community in which we live and work and we are proud to align with LI2DAY as they continue to raise funds that help Long Islanders with the daily fight against breast cancer."

Prior to the June event, each walker raises a minimum of \$1,000 with 100% of the funds going to local breast cancer organizations. Long before the LI2Day walkers hit the pavement they are preparing physically and mentally for the 35-mile, two-day challenge. Salerno said, "In addition to hosting regular training walks, LI2DAY provides fundraising tips to help participants meet their fundraising commitments. We are extremely optimistic that this will be another banner year for the organization – to date LI2DAY has raised over \$1.4 Million dollars for local grassroots organizations, research and education. Our organization and our participants take pride in knowing that "What's Raised Here Stays Here!"

LI2DAY is dedicated to the quality of life for Long Islanders affected by breast cancer. Through LI2DAY funded programs more Long Islanders can receive assistance to help overcome the physical, emotional and financial effects of breast cancer. To register for the January 27th Training Walk or to register for the 5<sup>th</sup> Annual LI2Day Breast Cancer Walk please go to [www.li2daywalk.org](http://www.li2daywalk.org).

**About LI2Day Breast Cancer Walk**

The LI2Day Walk to Fight Breast Cancer is a 501(c)(3) not-for-profit organization founded in 2004 by Ginny Salerno, an Adjunct Professor at St. Joseph's College. LI2DAY awards 100% of the funds raised by the participants for awareness and education; screening and diagnosis; access to treatment; support services such as medical expenses, prosthetics and wigs, babysitting; physical therapy; scholarships and scientific research. Since its inception in 2004, LI2DAY has raised and awarded more than \$1.4 Million Dollars to local breast cancer nonprofit organizations, Cold Spring Harbor Laboratory and the LI2Day Scholarship Fund. An impressive \$400,000 was raised this year. To date, \$45,000 in scholarships has been awarded to Long Island High School seniors who reside with a parent affected by breast cancer. In addition to the 35-mile, 2-day walk, funds are raised through a variety of special events.

**2008 Beneficiary Organizations include:** Adelphi NY Statewide Breast Cancer Hotline and Support Program • Babylon Breast Cancer Coalition • Brentwood Bay Shore Breast Cancer Coalition • Brookhaven Memorial Hospital Women's Center • Cancer Services Program of Suffolk County • Cold Spring Harbor Laboratories • Cure Mommy's Breast Cancer • Huntington Breast Cancer Action Coalition • Islip Breast Cancer Coalition • LI2DAY Scholarship Fund • Manhasset Women's Coalition Against Breast Cancer • The Maurer Foundation for Breast Health Education • North Shore Neighbors Breast Cancer Coalition • South Fork Breast Health Coalition • WALK for Women Breast Cancer Fund • West Islip Breast Cancer Coalition.

**Current 2008 Sponsors include:** UPS, Carrabba's of Smithtown, Prudential CRES Commercial Real Estate, Mercedes-Benz of Smithtown, Pfizer, Edge Electronics, Blackman, Mid Island Air, Empire State Carpenters Local 7, Cablevision, and Suffolk County Water Authority, Suffolk County Parks, California Pizza Kitchen of Lake Grove, WALK Radio, Adcomm Digital, and TeePee Signs.

For further information, call 631-863-2DAY (2329) or visit [www.li2daywalk.org](http://www.li2daywalk.org).

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