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FOR IMMEDIATE RELEASE

Lauren Glaser, a Four-Year Participant of the LI2DAY 35-Mile, Two Day Breast Cancer Walk Takes a Short Cut – Donating Locks of Her Hair to the Pantene Beautiful Lengths Program.

HAUPPAUGE, NEW YORK, January 15, 2008 – LI2DAY Breast Cancer Walk Executive Director, Ginny Salerno announced that Lauren Glaser, a four-year participant of the LI2Day Walk donated 9 1/2 inches of her hair to the Pantene Beautiful Lengths program that was created to bring people together to share their strength and donate their beautiful, healthy-looking hair to create free wigs for women who have lost their hair due to cancer treatment.

Lauren is a 2005, alumnus of John Glenn High School in Elwood and is currently enrolled at SUNY Cortland majoring in Biology. Lauren said, "By being involved with the LI2Day Breast Cancer Walk, I have had the opportunity to meet many courageous breast cancer survivors and family members who walk in memory of or in support of loved ones affected by breast cancer. After watching Hillary Swank donate her hair to Pantene Beautiful Lengths on the Oprah Winfrey Show, I knew that it was something I wanted to do. I went to www.pantene.com to the Beautiful Lengths Program and found out how I could donate my hair. I had my hair cut on December 20th by Mary Sassone."

The LI2DAY Walk will be holding its 5th Annual Walk Saturday, June 7 and Sunday, June 8, 2008 and Lauren will be among many 5-year participants. The 20-year old has been involved with the LI2DAY Breast Cancer Walk since its inception in 2004. She is the niece of LI2DAY's Executive Director, Ginny Salerno and the daughter of LI2DAY's Vice President, Stephanie Sciara Glaser. Ginny said, "I am so proud of Lauren for making this contribution. Being a part of the LI2Day Breast Cancer Walk is a very humbling experience. The people that we meet all have very personal reasons for participating in the annual walk. We all share the common goal of raising money that stays here on Long Island to help our neighbors with the daily struggles of breast cancer which includes one of the most visible signs – hair loss from treatment." Stephanie Sciara Glaser said, "This very personal donation is a reflection of the compassionate person that Lauren is and I am very proud that her involvement in the Walk has opened her eyes to other opportunities to help cancer survivors."

In just four years, the LI2Day Breast Cancer Walk has raised over \$1.4 MILLION with 100% going to local grassroots organizations for breast cancer assistance which includes awareness and education, screening and diagnosis, access to treatment, physical therapy, research, scholarships and support services which include medical expenses, prosthetics, wigs, babysitting and more. Funds from the LI2DAY Walk have gone to help purchase self-esteem items such as wigs and prosthetics because more often than not, those items are not covered by health insurance but are essential to healing. More Long Islanders can receive the assistance they need through LI2DAY funded programs. For more information on how you can get involved in the LI2Day Breast Cancer Walk, please visit www.li2daywalk.org. To find out more about Pantene's Beautiful Lengths Program, please visit www.pantene.com.

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, Suffolk County Water Authority, Suffolk County Parks, WALK Radio, Adcomm Digital, and TeePee Signs.

For further information, call 631-863-2DAY (2329) or visit www.li2daywalk.org. For information on the Flight for Breast Cancer Awareness calling MacArthur Airport at 631-588-5400 and/or Brookhaven Airport at 631-281-5400 or visit www.midislandair.com.

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