



## FOR IMMEDIATE RELEASE

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### **'Relay For Life' Kick Off Party Set for October 14th**

HOLLYWOOD, FL – October 13, 2009 – The City of Hollywood is joining hundreds of communities across the country in preparing for the American Cancer Society's 2010 Relay For Life, beginning with a Kick Off event set for Wednesday, October 14th from 6 – 8 p.m. at Sage French Café & Oyster Bar, 2000 Harrison Street.

In theme with the American Cancer Society's recently launched "The Official Sponsor Of Birthdays" campaign, the Kick Off celebration will include party hats, decorations and a birthday cake generously donated by Downtown Hollywood bakery NiLus Delights.

The Kick Off will feature onsite registration for the Relay For Life event, complimentary hors d'oeuvres, soda, door prizes and one drink ticket per guest. In addition, guests will be afforded the opportunity to purchase enter-to-win tickets for \$20 per ticket, or six tickets for \$100, for a seven night Caribbean cruise on Celebrity Cruise Lines. Individual Relay for Life Team Members who raise over \$100 toward the event will receive one free enter-to-win ticket.

The Kick Off event is open to former and current cancer patients and their families, businesses, civic organizations and anyone interested in learning more about the American Cancer Society.

Relay For Life is the American Cancer Society's signature fundraising event that brings together communities in the fight against cancer. It is a true community event where people of all ages and from all walks of life come together for a common cause, and where participants can enjoy the camaraderie of a team, but also raise funds to support the research, education, advocacy, and patient services provided by the American Cancer Society

For more information on the October 14th kickoff celebration at Sage French Café & Oyster Bar, call 954-391-9466 or visit [www.relayforlife.org/hollywoodfl](http://www.relayforlife.org/hollywoodfl). Free parking for the first two hours is available in the municipal garage on 20th Avenue between Harrison and Van Buren Streets.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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