



NEWS RELEASE

For Immediate Release

Bonnie Way Snider, Steelheads Communications Director
(208) 472-2119 office/(208) 850-0799 cell
bwaysnider@idahosteelheads.com

Beth Toal, St. Luke's Public Relations Manager
(208) 381-2002
toalb@slrhc.org

Steelheads to Host Pink in the Rink

St. Luke's and Hockey Team Up to Fight Breast Cancer

Boise, Idaho (February 28, 2008) – Breast cancer is the most common cancer among Idaho women. Last year in Idaho, it was the second leading cause of death among women ages 35-54 and accounts for more than twice as many deaths as any other type of cancer. Overall, annual screening mammograms could prevent 15-30% of all deaths from breast cancer among Idaho women as early detection significantly increases the survival rates. In the first two months of this year, the need for financial assistance in St. Luke's Breast Care Services for mammograms was up 23%.*

To that end, the Idaho Steelheads and St. Luke's Mountain States Tumor Institute (MSTI) will host a fundraising event called 'Pink in the Rink' on March 19, 21 and 22 to help women in need of financial assistance get the help they need.

The Idaho Steelheads will wear one-of-a-kind pink jerseys for the three-game series against the Stockton Thunder. The front side of the jerseys depict a large pink breast cancer awareness ribbon that extends to the left arm and around the back and a smaller pink ribbon is on the right arm. The Steelheads primary logo is on the front center in shades of pink, black and silver with the secondary logo on each shoulder. The St. Luke's crest is on the left chest.

Silent auction tables will be set up on the concourse during the three games and fans may bid on their favorite player's jersey in increments of \$100 and/or buy it outright for \$2,000. The jerseys will be presented to the winning bidder by the player immediately following Saturday's game. All of the dollars raised from the jersey auction will go to St. Luke's.

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In addition, discounted game tickets can be purchased at St. Luke's gift shops, along with one-of-a kind Pink in the Rink ball caps and t-shirts, with proceeds going to the cause.

\$133,000 has been raised over the past several years with similar jersey auctions, benefiting various causes at the hospital. In March of 2006, the Steelheads held the first Pink in the Rink event and raised a record (at that time) \$21,791 for breast cancer care and treatment through St. Luke's (MSTI).

References:

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