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LI2DAY

Contact: Kristie Moore
Tel: 631-275-2264
Email: li2daymedia@verizon.net



**LI2DAY PRESS CONFERENCE AT WESTFIELD SUNRISE TO INCLUDE THE UNVEILING
OF 5X7 FOOT ENLARGMENTS OF PROMOTIONAL POSTER PROJECT ART
TUESDAY, MARCH 11, 2008 10AM**

Hauppauge, NY, February 22, 2008 – LI2DAY Executive Director, Ginny Salerno today announced a press conference to kick-off promotion of the 5th annual LI2Day Breast Cancer Walk. The press conference will be held on Tuesday, March 11 at 10 am in the center court at Westfield Sunrise in Massapequa, NY. The 5th annual 2-day 35-mile LI2Day Walk will take place on June 7 - 8. Promotion of the Walk seeks to heighten public awareness as well as encourage additional walkers, donors and business partners.

LI2Day's promotional efforts capitalize on the collective support of businesses, beneficiaries and the LI art community, actively illustrating the organization's theme of "community for community". The signature Poster Project uses the selected work of accomplished Long Island artists in a series of beautiful posters that are distributed and displayed in businesses across Long Island from March through June. Each year a high-traffic location is selected to host the magnificent seven-foot poster enlargements created and contributed by master photo processors Duggal Visual Solutions of Manhattan. This year that location is the busy and beautiful central walkways of Massapequa's Westfield Sunrise.

This year the kick-off celebration is made special by the generous hosting of Westfield Sunrise, the outstanding enlargements contributed by Duggal Visual Solutions, professional installation by the Empire State Carpenters Local 7, catering by California Pizza Kitchen and attendance by the extended LI2Day community of artists, walkers, beneficiaries, sponsors and elected officials.

The 2008 Poster Project features the work of artists Rose Ann Albanese of Bay Shore, Amal of Port Jefferson, Victoria Beckert of Holbrook and Marie Winn of Islip. Each artist has a unique connection to breast cancer through friends, family and community. And each artist shares her unique perspective through her original art – contributed for use in the Poster Project and later to be donated for auction to further benefit the Walk beneficiaries. LI2Day recognizes and thanks Nada Marjanovich, publisher of LI Pulse Magazine, Baldev Duggal, owner and founder of Duggal Visual Solutions, and designer/illustrator Ben Hillman, native of Blue Point, for their assistance in reviewing submissions made to the 2008 Poster Project competition and selecting these four beautiful paintings to bring the LI2Day message to communities across Long Island. "The selected paintings capture the inspiration of hope and healing. The work is truly captivating," comments Salerno, "and we couldn't be more proud to have these four remarkable artists representing the community spirit of the LI2Day Walk."

Salerno further explains "This year we reach our 5-year milestone. In just four years, we've raised over \$1.4 million for Long Islanders affected by breast cancer. While researchers forge ahead to figure out why breast cancer rates are so high on Long Island and to find a cure, LI2DAY will continue to raise awareness and much needed funds for the women and men of Long Island who are fighting breast

cancer right now - emotionally, physically and financially.”

Featured artist Victoria Beckert shares: “As a breast cancer survivor myself, I have participated in different breast cancer fundraisers and community events. I thought the LI2Day Poster Project to be a wonderful way of participating and giving via my art and something I had not done before. I am very proud to have been selected as one of the artists to represent the 2008 LI2Day walk.”

“Westfield Sunrise is proud to host the LI2DAY press conference. Westfield supports the efforts of our local community groups and is pleased to partner with such a great organization”, said Christiann Wallace, Marketing Director at Westfield Sunrise.

Salerno said, “We are truly grateful to the businesses and artists of Long Island for their dedication to promoting the LI2Day Breast Cancer Walk. Community contributions are the heart and soul of our work.” 100% of what’s raised by LI2DAY participants stays here on Long Island for the friends, families and neighbors who are fighting breast cancer right now.”

For more information on LI2Day and the LI2Day Poster Project artists and to make arrangements to display the posters in your community, please visit www.li2daywalk.org/posters/index.asp. To register as a walker, make a donation, become a corporate sponsor or volunteer, please visit www.li2daywalk.org.

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About LI2Day Breast Cancer Walk

The LI2Day Walk to Fight Breast Cancer is a 501(c)(3) not-for-profit organization. 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 to local breast cancer nonprofit organizations, Cold Spring Harbor Laboratory and the LI2Day Scholarship Fund. To date, \$45,000 in scholarships has been awarded to Long Island high school seniors who reside with a parent affected by breast cancer.

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 • South Nassau Community Hospital • 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, Famous Dave’s of Smithtown, Blackman, Mid Island Air, Empire State Carpenters Local 7, Westfield Sunrise, Suffolk County Water Authority, Suffolk County Parks, Town of Brookhaven, California Pizza Kitchen of Lake Grove, Tic Toc, Cablevision, Long Island Press, Long Island Pulse, Networking Magazine, WALK Radio, Duggal Visual Solutions, Adcomm Digital, and TeePee Signs.