



Contact:

Kristie Moore:

631-981-7711

(cell)631-275-2264

FOR IMMEDIATE RELEASE

li2daymedia@verizon.net

**The Long Island 2 Day Breast Cancer Walk unveiled the
“Faces of Breast Cancer” through an inspirational event of healing and hope.**

HAUPPAUGE, NEW YORK, March 14, 2008 - The Long Island 2 Day Breast Cancer Walk and special guest, Carol Silva, Anchor of News 12 Long Island unveiled the “Faces of Breast Cancer” on March 11, 2008 at Westfield Sunrise in Massapequa, NY. The “Faces of Breast Cancer” were revealed through the personal stories of Breast Cancer Survivors, LI2Day Walkers, Volunteers, Beneficiaries and Advocates, as well as, through the artwork of the 2008 LI2Day Poster Project artists. More than 100 guests congregated at the center of the mall for this inspirational event of hope and healing.

The signature LI2Day Poster Project will use the selected artwork of Rose Ann Albanese of Bay Shore, Amal of Port Jefferson, Victoria Beckert of Holbrook and Marie Winn of Islip to promote the 5th Annual LI2Day Breast Cancer Walk to be held on June 7 – 8, 2008. The LI2Day Poster Project brings together the Long Island art and business communities to contribute their talents and resources to help promote the annual walk. The 2008 artists brilliantly created pieces that reflect their personal interpretations on the themes of breast cancer, survival, hope and community. Featured artist Victoria Beckert told the crowd, “I am an 18 year breast cancer survivor and for the first time I was able to use my artwork as a way to raise awareness and funds for breast cancer and more specifically LI2DAY. I am very proud to have been selected as one of the artists to represent the LI2Day Walk.” The original paintings will be auctioned to further benefit LI2DAY’s initiatives. For more information on the artwork auction, please visit www.li2daywalk.org.

Onlookers peered up to the balcony at the mall’s center court where the four magnificent enlargements of the artwork were unveiled. The enlargements will adorn the busy and beautiful central walkways of Massapequa’s Westfield Sunrise. Chris Brivio, General Manager of Westfield Sunrise thanked the government officials, community leaders, retailers and shoppers that attended the event. He said, “It is encouraging to see the entire community come together for this event.”

In addition to the participation of Carol Silva, LI2DAY was joined by Suffolk County Legislator Cameron Alden, a long-time LI2DAY advocate and Suffolk County Legislator Vivian Vioria Fisher. Bari George, Mary Anne McCarrick, Adina Conn, Maria Gonzalez, Pamela Isabell and Victoria Beckert contributed to the event by sharing their personal stories of survival, the need for local grassroots organizations and the much needed funds to provide services for those affected by breast cancer, as well as, their involvement with the LI2Day Breast Cancer Walk

The crowd heard from Ginny Salerno, Executive Director of the LI2Day Breast Cancer Walk as she spoke of the overwhelming support of the Long Island community and specifically thanked those involved with making the Poster Project a success. Ginny said, “LI2DAY is fortunate to have the support of local businesses including: Westfield Sunrise who generously hosted the unveiling and displayed LI2DAY signage throughout their Bay Shore and Massapequa Malls; Adcomm Digital who produced high-quality art posters and Dugal Visual Solutions who produced and contributed the remarkable enlargements for the second year. Starbucks, Walmart and McDonalds of the Westfield Sunrise and California Pizza Kitchen of Lake Grove donated product and/or services for the event. Long Island Pulse Magazine generously provided advertisements to help promote the event and June walk. The Empire State Carpenters Local 7 and Direct Drywall and Interiors Inc. donated their time, talents and financial support for the installation of the enlargements.”

Over the past four years, more Long Islanders have received the help they need through the \$1.4 million raised for community-based organizations. 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.

For more information on how you can become involved with the LI2Day Breast Cancer Walk, visit www.li2daywalk.org.

###