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**FOR IMMEDIATE RELEASE**

**A RECORD BREAKING NUMBER OF PARTICIPANTS TURN OUT FOR THE FIRST TRAINING WALK IN PREPARATION FOR THE 5<sup>TH</sup> ANNUAL LONG ISLAND 2 DAY BREAST CANCER WALK TO BE HELD JUNE 7 – 8, 2008.**

**HAUPPAUGE, NEW YORK, January 29, 2008** –The LI2Day Breast Cancer Walk held a Kick-off Breakfast and first Training Walk on January 27<sup>th</sup>. LI2DAY Executive Director, Ginny Salerno announced that over 70 people turned out for the early morning breakfast and training walk – setting an impressive record. More training walks are scheduled for Nassau and Suffolk Counties to help prepare participants for the 5<sup>th</sup> Annual LI2Day Breast Cancer Walk to be held on June 7 – 8, 2008.

LI2DAY Executive Director, Ginny Salerno said, “LI2DAY set a record for the number of people who participated in a training walk. LI2DAY is “Embracing the Possibilities” of what we can do when we do it together. Our e-newsletter is a new addition that has allowed us to reach more people and inform them of events like this one and many others. We attribute the success of this program to the hard work and dedication of Assistant General Manager, Mary Frey of California Pizza Kitchen in Lake Grove, New York. She was instrumental in the coordination of this event and oversaw every detail right down the generous goody bags.”

Sunday’s participants enjoyed a delicious spread of breakfast foods and beverages. Participants ate breakfast while LI2DAY Executive Director, Ginny Salerno spoke to them about training for the event, spreading the word about the walk and what they could expect over the walk weekend. Salerno graciously thanked California Pizza Kitchen for their continued support. She said, “LI2DAY is fortunate to have CPK as a 2008 Sponsor. They are dedicated to the community in which they serve and their support and hands-on involvement with our organization is truly invaluable.”

Before the walkers headed into the Mall to start their training regiment they enjoyed a 3-minute motivational video capturing moments from previous LI2DAY Walks. Cheers from the large crowd erupted, as the words “Over \$1.4 Million in Four Years” ran across the screen and when veteran LI2Day Walkers saw their photo in the video. New comers were inspired and excited to be involved in a community event and reassured by Ginny Salerno that “100% of what’s raised here stays here for Long Islanders who are fighting breast cancer.

Prior to the June event, each walker raises a minimum of \$1,000 with 100% of the funds going to local breast cancer organizations. In addition to hosting regular training walks, LI2DAY provides fundraising tips to help participants meet their fundraising commitments. LI2DAY is dedicated to the quality of life for Long Islanders affected by breast cancer. Through LI2DAY funded programs more Long Islanders can receive assistance to help overcome the physical, emotional and financial effects of breast cancer. Training schedules and information about the 5<sup>th</sup> Annual LI2Day Breast Cancer Walk please go to [www.li2daywalk.org](http://www.li2daywalk.org).

**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, and Suffolk County Water Authority, Suffolk County Parks, California Pizza Kitchen of Lake Grove, WALK Radio, Adcomm Digital, and TeePee Signs.

For further information, call 631-863-2DAY (2329) or visit [www.li2daywalk.org](http://www.li2daywalk.org).

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