



600 Auditorium Blvd.
Daytona Beach, FL
386-671-3462 · PeabodyAuditorium.org

FOR IMMEDIATE RELEASE
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PEABODY GOES PINK FOR BREAST CANCER AWARENESS!

peabody goes pink for breast cancer awareness

SHOW YOUR SUPPORT! ATTEND...

THE Pink Floyd EXPERIENCE

FEBRUARY 16 at THE PEABODY AUDITORIUM

FLORIDA BREAST CANCER COALITION RESEARCH FOUNDATION

I-CARE

\$1 from each bar drink purchase donated to Florida Breast Cancer Coalition Research Foundation
\$6 off per ticket for groups of 15 or more
\$5 discount for one ticket for anyone who comes to the box office wearing something to support breast cancer awareness (pin, t-shirt, hat, etc.)

7:30 p.m. Show Time - 600 AUDITORIUM BLVD. - DAYTONA BEACH
BUY TICKETS AT TICKETMASTER.COM OR CALL 800-745-3000.
Buy in person at the Peabody Box Office, M-F 10:30 am - 5:30 pm and Saturday 10 - 2.
For information, call 386-671-3462 or visit www.PeabodyAuditorium.org
Call 547-2000 or e-mail kgrooms@bellsouth.net to book your group today!

Daytona Beach, February 11, 2009...The City of Daytona Beach is proud to support the fight against breast cancer at two of its February, 2009 shows held at the Peabody Auditorium in Daytona Beach: *Pink Floyd Experience*, February 16 and *Hormonal Imbalance!*, February 25, both at 7:30 p.m.

Helen Riger, Cultural Services Administrator for the City, hopes for a positive response from the community and feels it's a great way to expose such a relevant cause.

"Everyone knows or has heard of someone who has been touched by this horrible disease," says Riger, "and now the Peabody is a forum in which we can promote breast cancer awareness among our patrons and the community at large. We want

to give people a chance to get involved in raising money to support the cause, all while enjoying a night (or two) at the theater."

To show its support, The Peabody will donate one dollar from each bar drink purchased to the Florida Breast Cancer Coalition Research Foundation (FBCCRF), discount \$6 per

ticket for groups of 15 or more, and offer a \$5 discount to anyone who goes to The Peabody Box Office wearing a pink ribbon or something to support breast cancer awareness (i.e. t-shirt, hat, pin, etc.)

Discount tickets for the *Pink Floyd Experience* and/or *Hormonal Imbalance!* can be purchased at the Peabody Auditorium Box Office, 600 Auditorium Blvd., Daytona Beach. Discount group tickets are available by emailing kgrooms@bellsouth.net or by calling 386-547-3000. You may also purchase regular priced tickets by calling 800-745-3000, online at www.ticketmaster.com, or at any Ticketmaster outlet. For additional information, please call the box office at 386-671-3462.

Florida Breast Cancer Coalition Research Foundation (FBCCRF) is best known for its instrumental role in the passage of the Mary Brogan Breast and Cervical Cancer Treatment Act and for the establishment of the “End Breast Cancer” license plate, which funds research and education throughout the State of Florida. All monies raised stays in Florida to support advocacy education and research programs for Florida residents. For more details, please visit www.floridabreastcancer.org.

“We are very grateful for the support offered through events like this. It helps us not only to promote the organization, but to continue our mission of ending breast cancer through Advocacy, Education and Research,” said James Konschnik, FBCCRF CEO. “The support of individuals like you means so much to the Foundation. Community support throughout Florida continues to be an important component to continue our fight to end breast cancer.”