



MINORITY WOMEN AND MEN FIGHTING BREAST CANCER

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For Immediate Release:

**VONS RAISES MONEY TO SUPPORT
THE DENISE ROBERTS BREAST CANCER FOUNDATION AND
BREAST CANCER AWARENESS**

Los Angeles (April, 2007) Safeway's Vons raises money for Breast Cancer Awareness. Vons donated \$22,000 to the Denise Roberts Breast Cancer Foundation (TDRBCF) on Tuesday, April 10, 2007, which enables women and men to receive free breast screenings.

The donation benefits TDRBCF's Breast Health Educational Programs: STYLING FOR LIFE, MAMMOGRAMS CAN SAVE LIVES, LIVING TREE TELE-SUPPORT, and LIFE SAVERS OUTREACH PROGRAM, which serve thousands of women and men annually.

"TDRBCF strives to build strong ties with its community. By partnering with companies, like Vons, who are socially conscious and active in their communities, we are able to reach greater lengths in Breast Cancer awareness through preventative care and education" says Denise Roberts, Founder & Survivor.

In its eighth year, TDRBCF continues to fight for those who are not financially able to receive medical attention. The Foundation is impacting Los Angeles County and surrounding areas through breast health education, breast screenings and support with Denise Roberts at the forefront.

This October, TDRBCF will celebrate Mrs. Roberts twenty years of survivorship at their annual fundraiser at the Millennium Biltmore Hotel in Downtown Los Angeles. All proceeds will go to uninsured women and men to receive breast Health care and screening.

For more information on the Foundation and the upcoming annual fundraiser, please visit www.tdrbcf.org.

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