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BREAST CANCER NETWORK OF STRENGTH 30th ANNIVERSARY GALA

***Founded in Chicago, Nation's Oldest Breast Cancer Organization, Formerly Y-ME,
Commemorates 30 Years of Working to Ensure No One Faces Breast Cancer Alone***

CHICAGO—October 10, 2008—Breast Cancer Network of Strength™ (formerly known as Y-ME National Breast Cancer Organization®) is holding its 30th Anniversary Gala on Friday October 17, 6:00 p.m. at The Fairmont Chicago.

Jeffrey Katzenberg of DreamWorks Animation SKG is honorary chairman of the event, joined by special guest Robin Roberts of ABC News' *Good Morning America*.

Chairing the “pink tie” event are Gloria and Raul Alvarez. Gloria serves on Breast Cancer Network of Strength's national board of directors and is a two-time breast cancer survivor. Raul is president and chief operating officer of McDonald's Corporation.

Network of Strength has a very special place in Gloria and Raul's hearts. When Gloria received the devastating diagnosis of breast cancer eight years ago, she experienced sadness, fear and a feeling of helplessness. Through McDonald's long-standing partnership with Network of Strength, she became acquainted with the organization, and received support and information that helped her realize she was not alone in her battle.

“Back when the organization started 30 years ago, people didn't even say the words ‘breast cancer’ out loud. To know then—and today—that patients, their families and anyone concerned about breast cancer can talk to a breast cancer survivor day or night for information and support is so amazing,” said Gloria Alvarez, about the 24/7 YourShoes™ Breast Cancer Support Center. “This is such an important milestone.”

Joining the Alvarez's as co-chairs of the gala are Joanie and Andy McKenna and Anne and Chris Reyes. Singer Katie Harman, Miss America 2002 and member of Network of Strength's national board, will perform a musical tribute to three decades of support, education and empowerment.

Additional entertainment will be provided by The Temptations Review featuring Dennis Edwards and an appearance and performance by Quincy Eaton, dancing star from the hit McDonald's ad campaign.

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A raffle, silent and live auction will feature items generously donated by Canturi Jewels, Creaa Promotion, Joe Rizza Acura of Orland Park and United Airlines, the official and exclusive airline of the 30th Anniversary Gala. The Temptations Review featuring Dennis Edwards will provide entertainment courtesy of the Coca-Cola Company. Robin Roberts will appear courtesy of the McDonald's Corporation.

The gala will raise awareness and generate resources so even more people can take advantage of the organization's free-of-charge services, such as YourShoes. The theme for the event is "Strength in Numbers," which commemorates the progress have made over the past 30 years and highlights the need for information, empowerment and peer support, three pillars of Network of Strength's mission.

Attendees will include corporate sponsors, business leaders, underwriters and guests who are expected to raise a total of \$1 million. The event will recognize supporters who have made an impact on the organization's 30-year history and honor those who have pledged to support its next phase of growth.

Individual tickets are \$500; call 312.553.2000 for reservations or more information.

About Breast Cancer Network of Strength

Breast Cancer Network of Strength™, formerly known as Y-ME National Breast Cancer Organization®, provides immediate emotional relief to anyone affected by breast cancer.

This Chicago-based, national nonprofit organization has the mission to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. The organization does not raise money for research. Instead, it provides immediate emotional relief for anyone touched by breast cancer.

YourShoes™ is Breast Cancer Network of Strength's peer support program that includes a 24/7 breast cancer support center staffed by trained breast cancer survivors providing peer support through a toll-free hotline, e-mail and support groups.

Breast Cancer Network of Strength raises money to fund YourShoes, outreach programs, breast health awareness workshops, wigs and prostheses banks for women with limited resources, and advocacy on breast cancer related policies.

Breast Cancer Network of Strength is a 501(c)(3) organization and meets the National Health Council's 41 Standards of Excellence in governance, fundraising, accounting and reporting, and evaluation. Charity Navigator, an independent evaluator of nonprofits, gives the organization its highest rating of four stars for sound fiscal management.

For more information about Breast Cancer Network of Strength, visit www.networkofstrength.org. Peer counselors can be contacted at 1-800-221-2141, with interpreters available in more than 150 languages.

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Post-event photos will be available