



## FOR IMMEDIATE RELEASE

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Event: Palm Beach Shop & Stroll will be held March 1-7th, 2015.

Chair: Mary Gushee, Co-Chair: Mary Healy, Honorary Chair: Hillie Mahoney

[Palm Beach, FL, February 9, 2015] --Bladder cancer is the 5th most common cancer in the United States, yet awareness of the disease is alarmingly low. Over 500,000 people are currently living with the disease and 74,000 people will be newly diagnosed this year. The Palm Beach Shop & Stroll will bring together over 20 members of the business community in an effort to raise awareness about the signs and symptoms of bladder cancer.

During the week of March 1-7, community members will shop and dine at local establishments with the ultimate goal of raising awareness of bladder cancer as well as funds for research. The participating establishments will distribute educational literature to raise the profile of the disease and promote conversations about bladder cancer. It is estimated that 16,000 people will die of bladder cancer in 2015. The goal of the event is to engage the entire community about the risk factors and signs of this silent killer to promote early detection. The Royal Park Bridge will be lit in Orange, the official bladder cancer awareness color, to commemorate the event. The bridge will be lit on March 1st.

The event will benefit the Bladder Cancer Advocacy Network (BCAN), a national non-profit organization dedicated to increasing public awareness about bladder cancer, advancing bladder cancer research, and providing educational and support services for the bladder cancer community. BCAN has invested over a million dollars in research funds for bladder cancer. Diane Zipursky Quale, BCAN's President and Co-Founder, will attend the Palm Beach Shop & Stroll kick-off event on February 25 at Mildred Hoit, Inc., to greet business leaders and discuss the organization's work.

The Palm Beach Shop & Stroll Committee would like to acknowledge the generous event benefactors: Hillie Mahoney, The Estate of Marilyn Flynn Gushee, Mary C. Gushee and Finemark Bank.

Participating businesses are C. Orrico, Café Saponi, C'est Si Bon, Cosmo & Company, Evelyn & Arthur, Extra Touch Flowers, Heath & Co., J. McLaughlin, Leta Austin Foster & Assoc., Mary Mahoney Store, Maus & Hoffman, Mildred Hoit, Palm Beach Catch, Pioneer Linens, Renato, Richter's of Palm Beach, Sequin of Palm Beach, T is for Table, Ta-boo and The Cooper Restaurant.

For information about the Palm Beach Shop & Stroll go to [mildredhoit.com](http://mildredhoit.com). For information about bladder cancer, visit [bcan.org](http://bcan.org).



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