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FOR IMMEDIATE RELEASE

**IT'S NOT THE MOTORCYCLE, IT'S THE MISSION:
TRUE DIVAS RIDING FOR A CURE**

Divas For A Cure will once again take to the road by motorcycles, traveling across country from California to the East Coast, promoting early detection, breast cancer awareness and raising funds to aid in the fight to find a cure for Breast Cancer. This year's route will take the core group across the Midwestern States, incorporating approximately 22 days of vigorous riding. "This will be another test of endurance, a journey from the heart with purpose," shared Jan Emanuel, DFAC Founder and breast cancer survivor.

With a departure date from Los Angeles on July 22, the group of female bikers will be escorted by member of the National Association of Buffalo Soldiers & Troopers Motorcycle Club. "We support this cause because we know that through health fairs and educational materials, there will be an impact on the lives of those most affected by this disease", stated Tom Costley, National President of the Buffalo Soldiers & Troopers Motorcycle Club. With over 50 clubs across the country, many will be escorting the riders through their cities. "We are honored to be hosting the first Meet & Greet fundraiser", added Deryk "Smooth" Howard, President of the Buffalo Soldiers Motorcycle Club of California. "We will also be escorting the women home on the last return leg of the ride.

DFAC received both local and national recognition during its inaugural 2006 run, receiving acknowledgements from community groups, political officials and health care providers. On October 21, 2006, following the successful conclusion of the ride, Divas For A Cure, accompanied by the Houston Chapter of the Buffalo Soldiers Motorcycle Club, presented a check in the amount of **\$25,000** to M.D. Anderson Cancer Center for breast cancer research. "We stood with a sense of accomplishment and pride that DFAC honored our commitment to raise these funds our first year," stated Emanuel. "Our mission for 2006 was achieved, yet the battle is far from won."

Although breast cancer is the most common cancer among women in California, the chance of survival when diagnosed early, as it was for Emanuel, is as high as 95%. Unlike many larger non-profits, DFAC is a grassroots organization consisting of a Board of Directors, riders, and office administrators that are all volunteers. Structured so that its operating expenses and 90% of its administrative overhead are paid for through corporate sponsorship and/or donated in-kind services; DFAC is able to dedicate \$.90 cents of every dollar to the cause, with proceeds/donations raised going direct to a Breast Cancer research center.

Proceeds from this year's campaign will be dedicated towards breast cancer research. Through wig donations for women enduring chemotherapy, and mobile breast examines, many segments of society that do not ordinarily seek or receive medical attention due to socioeconomic conditions can be served. In addition to funds from sponsors and individuals, a portion of the funds raised will come from the sale of DFAC lapel pins and patches.

Divas For A Cure is a California Non-Profit Public Benefit Corporation headquartered in Oakland, CA. **DFAC** is dedicated to promoting early detection, education, screenings and supporting research organizations to continue the quest to one day find a cure and eradicating cancers of all kinds. For more information, visit our website at www.DivasForACure.org or www.DareToBeADiva.com.

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