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FOR IMMEDIATE RELEASE

To Whom It May Concern:

We are proud to announce that for the entire month of October, S.C. Fitch Enterprises, and all of its affiliates including Amateur Sports News Network, ASNN365.com, and Amateur Sports Gallery will be modifying a portion of its web site in lieu of National Breast Cancer Awareness Month (NBCAM).

As many of you, we come from a family of breast cancer survivors including my mother (in-law), Dorothy J. Fitch (Virginia Beach) and my sister (in-law), Dawn Williams (Georgia).

National Breast Cancer Awareness Month (NBCAM) organization is comprised of several national public service organizations, professional medical associations, and government agencies working in partnership to build breast cancer awareness, share information and provide access to screening services. NBCAM, and www.nbcam.org, are a year-round resource for patients, survivors, caregivers and the general public.

Since its beginning more than 20 years ago, NBCAM has been dedicated to increasing awareness of breast cancer issues, especially the importance of early detection. NBCAM has evolved along with the national dialogue on breast cancer. Many strides have been made in breast cancer awareness and treatment, but even more still needs to be accomplished. We are focused on encouraging women to take charge of their own breast health, by practicing regular self-breast exams, making sure to schedule an annual mammogram, adhering to prescribed treatment and knowing the facts about recurrence.

NOTE: During the month of October, 20% of all proceeds will be donated to Breast Cancer Research in my mother (in-law) and sisters' (in-law) names.

You can donate to breast cancer securely and confidentially online using your credit or debit card by simply clicking on the donation link on my site. If you'd prefer to send your donation by standard mail, you may also select that option via my web site. It only takes a few seconds, but breast cancer donations make a huge difference.

Again, October is National Breast Cancer Awareness Month, and we encourage you to visit their site (www.nbcam.org) on a regularly basis as they will update and add information and resources throughout the year, as well as our sites.

Thank you for your time and consideration in advance.

NOTE: NBCF is a non-profit organization with a 501(c)(3) tax-exempt status and a prestigious 4-star rating from Charity Navigator.

Sincerely yours,

Cynthia Fitch CPA

Steven E. Fitch

Participating web sites are as follows:

- **S.C. Fitch Enterprises, Inc.**
<http://www.scfitchenterprises.com/>
<http://www.stevenefitch.com>
<http://www.cynthiafitch.com>
- **Amateur Sports News Network**
<http://www.AmateurSportsNewsNetwork.com>
<http://www.AmateurSportsMagazine.com>
<http://www.AmateurSports365.com>
<http://www.AmateurSportsGallery.com>