

TLC's Lori Allen joins NCAA Coaches' Wives at American Cancer Society Event

Fight Cancer In Style Lunch to Benefit Coaches vs. Cancer

WHAT: During the Final Four weekend in Atlanta, NCAA coaches' wives and families won't be sitting on the sidelines in the fight against cancer --- they'll be taking center court through their participation in the [Coaches vs. Cancer Fight Cancer In Style](#) event. You are invited to attend the exclusive luncheon, networking opportunity and boutique shopping event, hosted by coaches' wives, and raising awareness about how their schools and communities are trying to [finish the fight](#) against cancer.

WHO: Lori Allen, a breast cancer survivor known for her sassy approach on the hit TLC program, *"Say Yes To the Dress: Atlanta"* Several coaches wives, including Juli Boeheim, wife of Syracuse University men's basketball coach, Jim Boeheim, and Cheryl Rose, wife of Dave Rose, men's basketball coach at Brigham Young University who was diagnosed with pancreatic cancer in June 2009. The event will be hosted by Robin Meade, award-winning anchor of HLN's "Morning Express."

WHEN: Saturday, April 6, 2013 at 11:30 am EST

WHERE: The Hilton Atlanta Hotel (Salon West)
255 Courtland Street, NE
Atlanta, Georgia 30303

Media attendees will have the unique opportunity to speak with these celebrated guests as they share how their own experiences with cancer prompted involvement with the American Cancer Society. Media can RSVP to the event by contacting Marie Boyle at: marie.boyle@cancer.org.

About Coaches vs. Cancer

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches (NABC) that empowers basketball coaches, their teams, and local communities to make a difference in the fight against cancer. The program leverages the personal experiences, community leadership, and professional excellence of basketball coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, the initiative has raised more than \$85 million to fund groundbreaking research, provide up-to-date cancer literacy, advocate for public health policies, and deliver services to improve the quality of life for patients and their families. To learn more, visit coachesvscancer.org.
