



For Immediate Release

F²: Football & Fashion for Brain Cancer Awareness (A Memory of Chan)

NFL Veteran and Atlanta Resident Vonnie Holliday, Saks Fifth Avenue Host Brain Cancer Benefit

Wednesday, May 26, 2010 – (Atlanta, GA) – In her 30's, when most people are getting their feet planted firmly in their career, starting a family and beginning to enjoy all life has to offer, Chandria Kent was making terminal life decisions. The married mother of one had received a brain tumor diagnosis at the age of 32 and was given six months to live. She fought the disease for five years, finally succumbing to it in 2008. The years she fought had an impact on her and her family, which includes 13-year NFL veteran Vonnie Holliday. As a result, Holliday, through the Vonnie Holliday Foundation, is partnering with Atlanta's Saks Fifth Avenue to present:

F²: Football & Fashion for Brain Cancer: A Cocktail

Thursday, June 10

6 – 8 p.m.

Saks Fifth Avenue Phipps Plaza (3340 Peachtree Road, Atlanta, GA)

"Before my sister-in-law received the brain tumor diagnosis, I didn't personally know anyone who has suffered from or died of brain cancer," said Holliday. "After you watch someone you love suffer with the disease, you learn a lot. I want to make sure people are aware of the disease because it is one that is rarely talked about in mainstream media."

During the event, which will also serve as the official launch of Holliday's foundation in Atlanta, doctors from the Winship Cancer Institute at Emory University will share information about brain cancer with attendees. Attendees will also:

- Have an opportunity to meet and greet NFL players, including Ronnie Brown (Miami Dolphins); Jeff Saturday (Indianapolis Colts); Takeo Spikes (San Francisco 49ers) and Jason Taylor (New York Jets).
- View a fashion presentation hosted by Saks Fifth Avenue.
- Browse themed sports tables featuring lite bites by Haven, Valenza and Dantana's.
- Have choice bid on silent auction items from spa and travel packages to autographed sports memorabilia from some of the top names in the NFL and NBA. Auction bidding ends on Saturday, June 12 at 4 p.m. Winners will be contacted by 5 p.m. on Saturday, June 12.
- Enjoy the night's signature drink selections offered by Karma tequila.

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Although not required, guests are asked to wear gray in honor of brain cancer survivors.

Additional event information:

- One-hundred percent of silent auction proceeds and seventy-five percent of cocktail donations will benefit the Brain Tumor Program at the Winship Cancer Institute at Emory University.
- Cocktail attendees will have choice bid on silent auction items.
- Auction bidding ends on Saturday, June 12 at 4 p.m. Winners will be contacted by 5 p.m. on Saturday, June 12.
- Holliday and Saks will host an autograph signing on Saturday, June 12 from 2 – 4 p.m. at Saks Phipps Plaza.

For additional event details, contact Brandi N. Williams, APR at 704.779.1100 or brandi@studiobpr.com.



About Vonnie Holliday

Vonnice Holliday is a NFL defensive end currently signed with the Washington Redskins. During his 13-year NFL career Holliday has played with the Green Bay Packers, Kansas City Chiefs, Miami Dolphins and Denver Broncos. He is known throughout the league as a leader on and off the field. In 2001, he founded The Vonnie Holliday Foundation to improve the quality of life of citizens in underserved communities by donating time and monetary resources. Since its inception, the Foundation has improved the lives of those in many communities. Holliday is determined through the Foundation, to give back to the community that has given him so much and will officially introduce the Atlanta community to his foundation in 2010. Holliday plans to create new programs under the foundation that will benefit families in Atlanta. For more information, visit <http://vonniehollidayfoundation.org>.

About Brain Tumor Program at Winship Cancer Institute of Emory University

The Brain Tumor Program at Winship Cancer Institute of Emory University is a comprehensive group of multidisciplinary experts in oncology, surgery, neurology, imaging, pathology, rehabilitation, counseling, and support. This is the only brain tumor program in Georgia with a neuro-oncologist, neuropathologists, and radiation oncologists dedicated to brain tumor diagnosis and therapy. Understanding that patients require more than medicine, the Winship team also provides support and complementary treatments that include rehabilitation, nutritional counseling, and pain management. Winship Cancer Institute of Emory University is Georgia's first and only National Cancer Institute-designated cancer center. Winship is a non-profit, multidisciplinary center dedicated to reducing the burden of cancer in the state of Georgia, the Southeastern region, and the U.S. Winship physicians and other healthcare

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practitioners serve those impacted by cancer at Emory University Hospital, Emory University Hospital Midtown, the Georgia Cancer Center of Excellence at Grady Memorial Hospital, and the Veterans Affairs Medical Center. For more information, visit <http://winshipcancer.emory.edu/>.

