



Press Release

November 19, 2009

For Immediate Release

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Shopping with a cause: "Making Spirits Bright" event to benefit the Children's Cancer Association

Fourth annual holiday shopping event at Bridgeport Village will raise funds for seriously ill children and teens

PORTLAND, Ore. — November 19, 2009 — Shoppers can bring more meaning to their purchases this holiday season during a special holiday shopping event at Bridgeport Village the first weekend of December. The fourth annual "Making Spirits Bright" event is a fun, festive way for shoppers to support the Children's Cancer Association, while enjoying exclusive holiday discounts at participating stores, along with other fun surprises and giveaways.

Shoppers can purchase a wristband for \$10 at the start of their shopping day, which will allow them to take advantage of discounts offered at over 30 merchants throughout Bridgeport Village, including Z Gallerie, The Container Store, California Pizza Kitchen, and J Crew. There is even a \$20 swag bag that includes a shopping wristband, as well as a Children's Cancer Association gift bag loaded with great items and a chance to win a valuable, surprise gift.

All proceeds from the sale of the wristbands will go to support the Children's Cancer Association, a Portland-based non-profit organization that provides unique programs and services for seriously ill children and their families.

"This is the fourth year Bridgeport Village and merchants have stepped up to offer this fundraising event for the Children's Cancer Association," said Mary Turina, president/COO, Children's Cancer Association. "Through this generosity and initiative, shoppers are given the chance to support an important local charity that depends on community involvement for its continued success."

Since 1995, CCA has been bringing therapeutic music with our **Music Rx Program**, fun and friendship with our **Chemo Pal Program**, urgent needs and life-changing wishes with our bilingual **LifeSupport Program**, and precious time away from the hospital at our **Caring Cabin** on the Oregon coast.

"Making Spirits Bright" takes place December 5 and 6, 2009 from 10 a.m. to 9 p.m., and Sunday, December 6th from 11 a.m. to 6 p.m. at Bridgeport Village shopping center, 17001 SW 72nd Avenue, in Tigard. The Children's Cancer Association will be selling the wristbands at booths set up throughout the mall.

For more information about the Making Spirits Bright Holiday Shopping Event and the Children's Cancer Association, call 503-244-3141 or visit the CCA website at www.joyrx.org.

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