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**FOR IMMEDIATE RELEASE**

## **NORTH CYPRESS' PROJECT PINK RAISES \$50,000 FOR HOUSTON KOMEN AFFILIATE**

**Cypress, TX, 10/17/10-** On October 16<sup>th</sup>, the beautiful North Cypress lobby turned pink for Project Pink, North Cypress Medical Center's annual event benefiting the Houston Affiliate of Susan G. Komen for the Cure. Over 300 members of the community were in attendance to help in the fight against breast cancer to raise \$50,000 for a cause that has touched so many.

During the event, attendees learned about the latest in breast cancer research and treatment from speakers Dr. Kim Keller, General Surgeon, and Dr. Craig Thiessen, Radiologist. Survivor Speaker, Kanisha Williams, powerfully shared her inspirational battle against breast cancer, leaving the audience with a feeling of hope and strength. During the program, the audience enjoyed a delicious lunch from Merche. Attendees previewed holiday and fall fashions during the style show portion of the event with apparel from Bling It On, Coldwater Creek Outlet, Loft Outlet, Merle Norman & More, Muzzie's, and Scruples. Fabulous accessories were also displayed from Miche Bag of Cypress and Shannie Girl. Guests were also able to enjoy the Project Pink silent auction featuring trips, parties, and a variety of luxurious items and packages. Live auction items presented this year included a diamond Tag Hauer watch, a full advertising plan from Clear Channel Radio, a diamond necklace and earring set, and a company picnic provided by Houston Oaks Golf Course.

Over the past four years, the North Cypress Medical Center has raised over \$150,000 from its Project Pink event to donate to the Houston Komen Affiliate. The hospital has been honored for its efforts by the Houston Komen Affiliate with the Hope Award for Ambassadorship and the Impact Award for Community Partnership.

*North Cypress Medical Center is a 175-bed physician owned acute care hospital located in Cypress (northwest Houston area), Texas. The hospital offers patients state-of-the-art medical care and technology in an upscale, five-star hotel-like atmosphere. Medical services include Cardiology, Critical Care, Emergency Care, Orthopedics including a Total Joint and Spine Center, Cancer care including Radiation Oncology, and Surgical Weight Loss. Visit our website at [ncmc-hospital.com](http://ncmc-hospital.com) for more information.*

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