

FOR IMMEDIATE RELEASE



**Disco Divas and Cool Cats unite for an evening to remember at
Boobyball 9: Flash**

Toronto's young charity champions prepare for the annual event benefitting Rethink Breast Cancer at KOOLHAUS this October.

Toronto, August xx, 2010- Can you dig it? Once again Toronto's next generation of charity supporters come together in support of Rethink Breast Cancer with a far- out night that will have you boogying down. **Boobyball 9: FLASH** bursts on the scene at **KOOLHAUS** in Toronto with a slammin' night, where everyone's a star on October 16th, 2010.

Glitteratti break out their disco duds where for one night only art, expression, dance and creation collide as over 1,000 guests are transported to a Warhol- esque world far beyond the factory. Led by Rethink Breast Cancer and Ainsley Kerr, Events Specialist, BOOBYBALL, co-chairs Aliya-Jasmine Sovani (MTV), Natasha Penzo of ASC PR, and Jacquelyn West of Hermann Audrey have rounded up a groovy gang of committed young experts that are turning back the clock to the glamorous nights of the infamous Studio 54 and inviting all the party people to come claim their fifteen minutes of fame as they raise funds for Rethink Breast Cancer.

Boobyball 9: Flash is already creating a scene as hot photographers Caitlin Cronenberg, Steve Carty, Jalani Morgan, Javier Lovera and Babar Khan re-imagined iconic Studio 54 photos to be sold as part of Boobyball's fantastic auction. This year's event is set to raise an astonishing \$140,000 for Rethink Breast Cancer!

All proceeds from the event will again go towards the Boobyball's BIG (Booby Innovation Grant) as well as Rethink Breast Cancer's existing programming. BIG calls upon young breast cancer survivors to submit their "BIG" ideas to assist others diagnosed with the disease. "The Booby Innovation Grant's primary purpose is to encourage and provide new support services for young women with breast cancer" says MJ Decoteau, Executive Director, Rethink Breast Cancer "Boobyball was started in support of Sarah O'Regan who was diagnosed at 23 year old and we are all working together to make a big difference in the journey of other young women experiencing this disease"

Don't be left behind the red velvet rope - tickets to the Boobyball are in high demand and sell-out early every year. To be on the inside with the young legion of supporters helping to fight breast cancer, tickets for Boobyball 9: FLASH can now be purchased at www.boobyball.com for \$80, with a limited number for \$40 for the 25 and under stylish set.

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Guests will be dazzled by night of revelry that throws caution to the wind, with both interactive and eye-catching showcases, including:

- VIP Suites
- A water bottle free event courtesy of MAVEA new generation water filtration to hydrate
- Tassimo coffee to energize between dance moves The Hustle and The Bump
- Beverages from Wyborowa, Beefeater and Yellow Tail
- Tasting station from Stella and Stella Legere
- Live photoshoot provided by Guess by Marciano featuring Guess by Marciano models
- Photo exhibition featuring five of Toronto's most talented photographers: Jalani Morgan, Caitlin Cronenberg, Steve Carty, Javier Lovera and Babar Khan. Six of Sutherland's hottest models had their hair and makeup done by Judy Inc. and were styled by Lotus Leaf Style
- Bubble bar with everything bubbly: drinks, chairs and bubbles themselves
- Delicious munchies to keep you fuelled all night long
- DJ's providing tunes so you can shake your groove thang until the wee hours of the night
- Boobyball's infamous stuffed-to-the-brim goodie bags

Take that disco nap now and put on your platforms, **Boobyball 9: FLASH** promises a spectacle with retro beats, inspiring art installations and fabulously flashy fashions.

Supporters of **Boobyball 9: Flash** include:

MAVEA, Tassimo, Wyborowa, Beefeater, Stella & Stella Legere, Diablito Design Group, Endo Networks, Guess by Marciano, Yellow Tail, Icon Print, Telus and MTV

About Rethink Breast Cancer

Rethink Breast Cancer is a national registered charity helping young people concerned about and affected by breast cancer through innovative education, research, and support services. By taking a groundbreaking approach, Rethink is a new breed of breast cancer charity and plays an important role in expanding support for the cause. For more information about Rethink and information on the Booby Innovation Grant ("BIG"), please visit www.rethinkbreastcancer.com.

About Boobyball

Gifted to Rethink Breast Cancer in 2009, from Amanda Blakley and Ashleigh Dempster, co-founders of The Society Global, Boobyball continues the tradition begun in 2002, of bringing Toronto's young advocates together to raise funds and awareness in support of Rethink Breast Cancer and its innovative programs and research.

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