

Rethink Breast Cancer calling socialites to the 3rd annual Little Sweetheart Ball

For Immediate Release

Vancouver, October 12th, 2010 – On **October 24th, 2010**, **Rethink Breast Cancer** is calling all socialites to the **Little Sweetheart Monster's Ball** in **Vancouver**. This event seeks to raise valuable funds for the cause, by pairing parenting with partying and giving hip-urban families the opportunity to get out on the town in style!

“Based on the success of 2008’s Little Sweetheart Ball in Vancouver, Rethink Breast Cancer is pleased that the event continues to be relevant to today’s young Canadian families that seek to remain stylish and socially-engaged even with the extra duties of looking after little ones” explains MJ DeCoteau, Executive Director of Rethink Breast Cancer. “Inspired by the celebrity baby-boom in Hollywood, the Little Sweetheart Ball was created to allow parents to mix and participate in unique activities with their kids, all with a philanthropic purpose; we’re thrilled to bring this one-of-a-kind event back to Vancouver for another great year” says MJ.

The child-friendly affair, geared towards kids under eight and their moms and dads, will take place from 1 p.m. until 4 p.m., at **Heritage Hall**, located at 3102 Main St. Funds raised at the event will go towards vital Rethink Breast Cancer support programs.

With that goal in mind, the third annual Little Sweetheart Monsters Ball will allow parents to show off their tiny tots as they nibble on gourmet party snacks by in the kitchen Catering and bid on must-have goodies and gear in the silent auction. As the little lads and ladies twirl on the catwalk during the pint-sized fashion show featuring itty-bitty chic clothing by Peekaboo Beans and Red Fish Kids Clothing, parents are sure to fall in love.

Kids will enjoy decorating cupcakes by Marie Antoinette Cakes and hitting the dance floor to tunes pumped out by Beyond Sound. The little monsters in your lives can enjoy creating ooey-gooey slime courtesy of Mad Science and even have professional photos taken by Bopomo Pictures. As the afternoon comes to an end, families will walk away with a babylicious swag bag full of the hottest goodies for kids.

With tickets at \$35 for adults and only \$5 for kids, parents and their little sweethearts (or monsters!) can come out in wickedly fashionable, fun or ghoulish attire.



About Rethink Breast Cancer

Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, support, public awareness and fundraising – Rethink Breast Cancer is expanding support for the cause. Rethink has brought together some of Canada’s leading scientists to develop a much needed research program focused on cultivating the talent of new young researchers and is funding two new supportive care initiatives specifically for young patients. To find out more about Rethink Breast Cancer, visit www.rethinkbreastcancer.com.

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