

FOR IMMEDIATE RELEASE

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Cancer Services Officially On the Map! Group Industries, Sporting Clay Shoot Provides Sign

Baton Rouge, LA – March 24, 2009— After more than 15 years at their current location, Cancer Services of Greater Baton Rouge has received a road sign, courtesy of Group Industries. Funds came from sponsorships and teams in the first annual Group Industries Sporting Clay Shoot, which benefits Cancer Services and will be held on Saturday, April 18th at Hunter’s Run in Port Allen.

“We are overjoyed! The response to the Clay Shoot has been amazing,” said Executive Director, Mimi Riché. “It’s because of their generosity that we are now able to have a large, visible sign at our corner to help better direct visitors to Cancer Services.”

The Cancer Services building is located at the peculiar intersection of Lobdell, Government and Independence Park Boulevard, and is often hard to locate. “With more than 110 new clients registering for our services each month, I would say that at least half of them call for directions because they cannot easily locate our building,” said Joann Burns, Administrative Assistant for Cancer Services. Now, with this very visible sign at the corner of their lot, clients won’t get lost any longer.

The gift also comes just in time to celebrate the 50th Anniversary of Cancer Services.

“As we celebrate 50 years of service, we want to remind the community that we are here to help. And, until cancer is eliminated, we want to continue to provide free services and programs to those fighting cancer ,” Riché added.

The Cancer Services team would like to again thank Group Industries for their generosity and for their support of improving life for those living with cancer.

If you are interested in participating in the Sporting Clay Shoot, contact Kevin Gourgues with Group Industries at 752-2500 or visit their website - www.group-industries.com. You are also invited to visit Cancer Services at 550 Lobdell to see the new sign. Also, log on to cancerservices.org for a slideshow of historical photos that includes clients and services since 1959. If you need assistance through any of Cancer Services’ free support programs or services, or to volunteer or donate, contact (225) 927-2273.

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PHOTO CAPTION: Representatives from Group Industries stand with the new Cancer Services sign that they donated to the agency. From L: Kevin Gourgues, Mimi Riché (Executive Director for Cancer Services,) Crystal Freeman, Shane Kirkparick, Lee Currault and Connie Caldwell (Development Director for Cancer Services).

Since 1959, Cancer Services of Greater Baton Rouge has provided free of charge programs, services, assistance and support to meet the changing medical, financial, educational and emotional needs of cancer patients and their families within a 10-parish area. Parishes served include: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, West Baton Rouge and West Feliciana. For more information, visit the Cancer Services website at www.cancerservices.org.

Our mission is to improve life for those living with cancer.

