

Contact: Jim Julia
PMBA
Phone 302-893-4937

PO Box 37541
Philadelphia PA, 19148
www.fancybrigade.com

**Philadelphia Mummers
Brigade Association**

Press Release

FOR IMMEDIATE RELEASE

The Philadelphia Mummers Brigade Association Announces its support to the “Alex’s Lemonade Stand Foundation”

Portion of tickets sales to the Fancy Brigade Finale will be donated to the Alex’s Lemonade Stand Foundation (ALSF)

PHILADELPHIA (November 9, 2010) – The Fancy Brigade Association has created a fundraising program to support the efforts of the ALSF in its fight to cure childhood cancer.

The Fancy Brigade Association and its members support the efforts of the ALSF to raise money for and awareness of, Childhood cancer causes, especially research into new treatments and cures, and to encourage and educate others, especially children, to get involved and make a difference for children with cancer.

With the Holiday season upon us, and Mummer fans start focusing on the New Year, the Fancy Brigades would also like to have them think about giving back to the community, and what better time than Thanksgiving. That’s why this campaign runs the week of Thanksgiving, with our hope that people who plan on buying a ticket for our Finale Event would do so this week, and by doing so they would also be supporting a great cause.

For every ticket purchased between November 22nd and November 26th, the Fancy Brigade Association will donate \$2 to the foundation. To purchase tickets go to www.comcastix.com

For additional information on the Fancy Brigade Fest & Finale go to www.fancybrigade.com

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