



## News Release

### **FOR IMMEDIATE RELEASE**

Contact: Ashli Bobo  
BERLINE  
248-593-7436  
[abobo@berline.com](mailto:abobo@berline.com)

## **Birmingham Realtor Group, Prudential HWWB Realtors, Supports Cruisin' for a Cure**

*A Dream Cruise Event to Support Children's Leukemia Foundation of Michigan*

**Troy, Mich., August 11, 2009** – Children's Leukemia Foundation of Michigan, a statewide agency whose mission is to help families cope with leukemia, lymphoma and related blood disorders, is proud to name Birmingham Realtor Group, Prudential HWWB Realtors, as an in-kind sponsor for Cruisin' for a Cure. The event will take place during Dream Cruise weekend, on Saturday, August 15, 2009, 10AM to 8PM, at Athen's Coney Island on Woodward Avenue in Royal Oak. WWJ-950 AM News Radio and Metro Buick Pontiac GMC Dealers are also proud sponsors of the event. Foundation President and CEO William Seklar made the announcement.

Cruisin' for a Cure is an event that will provide hope and opportunity for the families and patients that Children's Leukemia Foundation of Michigan supports. As a part of Cruisin' for a Cure, Dream Cruisers will be able to visit the Athen's Coney Island from 10AM-8PM on Saturday, August 15, and make any financial donation to the foundation and receive a wrist band for the Metro Buick Pontiac GMC Dealers V.I.P. Experience. With the V.I.P. wrist band, guests will receive their choice of a great meal at Athen's Coney Island, a drink, and access to a sneak preview of the all new 2010 GMC Terrain Crossover SUV and 2010 Buick LaCrosse. Best of all, 100 percent of proceeds from the event will benefit Children's Leukemia Foundation of Michigan.

Prudential HWWB Realtors has been a key sponsor of Children's Leukemia Foundation of Michigan's Dream Cruise events for the past three years. Through their generosity, thousands of dollars have been raised to support the foundation's mission, and Prudential HWWB Realtors have made it possible for patients and their families to attend and enjoy the excitement of the Woodward Dream Cruise.

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“We are so very thankful for the sponsors of this wonderful event. We have a longstanding relationship with Prudential HWWB Realtors and thank them for their continued support of Children’s Leukemia Foundation of Michigan. Their philanthropic efforts make them a recognized leader in the Southeastern Michigan community. Our foundation would also like to extend a thank you to WWJ Radio, Metro Buick Pontiac GMC Dealers, and Athen’s Coney Island for organizing this event on our behalf. We anticipate a great turnout and invite all Dream Cruisers to enjoy good food for a good cause this Saturday during Cruisin’ for a Cure,” said Seklar.

**About Children’s Leukemia Foundation of Michigan**

*Children’s Leukemia Foundation of Michigan is a statewide agency helping families cope with leukemia, lymphoma and related disorders by providing information, financial assistance and emotional support. In addition, CLF has provided more than \$6.5 million in research dollars to Michigan’s comprehensive cancer institutes. Children’s Leukemia Foundation of Michigan is headquartered in Troy, Michigan. For more information, call 1-800-825-2536 or visit [www.leukemiamichigan.org](http://www.leukemiamichigan.org).*

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