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MEDIA ADVISORY

Children's Leukemia Foundation of Michigan Presents 2011 "Hearts for Hope" Paper Pinup Campaign

WHO: Children's Leukemia Foundation of Michigan
WHAT: Annual "Hearts for Hope" Paper Pinup Campaign
WHEN: February 2011

Children's Leukemia Foundation of Michigan is once again teaming up with local businesses and companies throughout Southeast Michigan for their 2011 "Hearts for Hope" paper pinup campaign. During the entire month of February, supporters of Children's Leukemia Foundation of Michigan can visit participating "Hearts for Hope" locations and purchase \$1 paper heart pinups. Supporters who purchase a "Hearts for Hope" paper pinup will have the opportunity to write a special message to Children's Leukemia Foundation of Michigan on them and local businesses and companies will display the paper heart pinups inside their locations for everyone to see.

All "Hearts for Hope" paper pinup proceeds will benefit Children's Leukemia Foundation of Michigan and the thousands of Michigan families battling leukemia, lymphoma and other blood related cancers the organization supports.

Participating "Hearts for Hope" paper pinup locations to date include: Revitalized Day Spa, Royal Oak Farmer's Market, Sydney Bogg's Sweet Essentials, Big Boy Restaurants, Marriott Residence Inn, The Hilton Garden Inn, Pinwheel Bakery, Painting with a Twist, AJ Music Café, Biggby Coffee, Belle River Community Credit Union, Labaron's Billiard's Game Room and Supply, The Cupcake Station, Kilwin's Chocolates and Ice Cream and The Pub Sports Bar and Grill. For a complete list of participating "Hearts for Hope" locations visit www.leukemiamichigan.org.

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, Mich. For more information, call 1-800-825-2536 or visit www.leukemiamichigan.org. Children's Leukemia Foundation of Michigan does not telemarket.