



News Release

FOR IMMEDIATE RELEASE

Contact: Duc Abrahamson
Children's Leukemia Foundation of Michigan
248-530-3005
dabrahamson@leukemiamichigan.org

CALENDAR LISTING
Children's Leukemia Foundation of Michigan
Presents HOLLYWOOD NIGHTS Movie Marathon

WHO: Children's Leukemia Foundation of Michigan
WHAT: HOLLYWOOD NIGHTS 24-Hour Movie Marathon
WHERE: Emagine Theater – Novi
Fountain Walk
44425 W. 12 Mile Road
Novi, MI 48377
WHEN: October 15-16, 2010

Join Children's Leukemia Foundation of Michigan, Emagine Theater, 89X, The Oakland Press, and Bagger Dave's Restaurant for HOLLYWOOD NIGHTS, a 24-hour movie watching marathon. HOLLYWOOD NIGHTS kicks off at 10 AM on Friday (check in begins at 9 AM) October 15, and ends on Saturday, October 16, at 10 AM. The event will take place at the Emagine Theater in Novi.

This year we are delighted that Brenna Hendler, a leukemia survivor, is choosing to celebrate her Sweet 16 on October 15 at the HOLLYWOOD NIGHTS 24-Hour Movie Marathon. She wanted to give back to an organization that helped her family and what a fun way to spend it -- by watching movies with 15 of her friends.

All HOLLYWOOD NIGHTS participants pledge, and must raise, a minimum of \$100 by the day of the event. All proceeds from the event will benefit Children's Leukemia Foundation of Michigan and its families. Participation in HOLLYWOOD NIGHTS includes all the movies you

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can watch in 24 hours, red carpet photos, three meals, unlimited popcorn and soft drinks, a Swag Bag full of goodies, and chances to win great prizes, awards and play late night games. Participants 12 years of age and under must be accompanied by a registered adult at all times. Individuals under the age of 18 must be accompanied by a parent or guardian after 10 PM.

A special package is also available for a group of four who raises a total of \$100 or more. The Paparazzi Pack of Four includes two movies of choice, dinner, and unlimited popcorn and soft drinks on Friday, October 15 between 4:30 PM to 9:30 PM.

To participate in HOLLYWOOD NIGHTS, register online at www.leukemiamichigan.org/Events and click the HOLLYWOOD NIGHTS page.

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, Children's Leukemia Foundation of Michigan 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.

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