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MEDIA ADVISORY

Children's Leukemia Foundation of Michigan Teams up with Local Metro Detroit Restaurants for "Hoops for Hope"

WHO: Children's Leukemia Foundation of Michigan

WHAT: "Hoops for Hope"

WHERE: Shield's Restaurants, Buffalo Wild Wings, Little Caesars, East Side Mario's

WHEN: March 2010

College basketball fans are gearing up for "March Madness." Children's Leukemia Foundation of Michigan, along with participating Shield's Restaurants, East Side Mario's, Little Caesars locations across Metro Detroit, as well as Buffalo Wild Wings locations around the state of Michigan, are joining the celebration with "Hoops for Hope."

During the entire month of March, college hoops fans and Children's Leukemia Foundation of Michigan supporters can visit any of the above participating restaurant locations to purchase "Hoops for Hope" basketball pin-ups for $1 or $5. Those who purchase a "Hoops for Hope" will be able to write a special message to Children's Leukemia Foundation of Michigan on it, and in the spirit of March Madness, every participating restaurant location will decorate their dining room with basketball pin-ups.

All "Hoops for Hope" proceeds will benefit Children's Leukemia Foundation of Michigan and the thousands of Michigan families the organization supports.

For participating locations, please call your local Shield's Restaurant, East Side Mario's, Little Caesars, or Buffalo Wild Wings.

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.