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MEDIA ADVISORY

Children's Leukemia Foundation of Michigan and Shield's Restaurants Present "Hoops for Hope"

- WHO:** Children's Leukemia Foundation of Michigan
- WHAT:** "Hoops for Hope"
- WHERE:** Shield's Restaurants across Metro Detroit (four locations)
- WHEN:** March 2010

College basketball fans are gearing up for "March Madness". Children's Leukemia Foundation of Michigan and Shield's Restaurants across Metro Detroit 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 Shield's location 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 Shield's location will decorate their restaurant 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.

Participating Metro Detroit Shield's locations:

Shield's of Macomb Township

50750 Romeo Plank Road (at 23 mile)

Shield's of Rochester Hills

1488 Rochester Road (at Tienken)

Shield's of Southfield

25101 Telegraph Road (north of 10 Mile Road)

Shield's of Troy

1476 W. Maple Road (just west of Crooks)

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.