



## News Release

### **FOR IMMEDIATE RELEASE**

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## **Children's Leukemia Foundation of Michigan Presents HOLLYWOOD NIGHTS ½ Movie Marathon**

**Troy, Mich., Jan. 25, 2011** – Join Children's Leukemia Foundation of Michigan, Emagine Theatre, *The Oakland Press*, 98.7 AMP Radio and Buddy's Pizza of Auburn Hills for HOLLYWOOD NIGHTS, a 12-hour movie watching marathon. HOLLYWOOD NIGHTS kicks off at noon on Saturday (check in begins at 11 AM) February 26, and ends at midnight. The event will take place at the New Emagine Theatre in Rochester Hills.

All HOLLYWOOD NIGHTS participants pledge, and must raise, a minimum of \$75 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 can watch in 12 hours on 10 screens, red carpet photos, dinner provided by Buddy's Pizza of Auburn Hills, unlimited popcorn and soft drinks, a swag bag full of goodies, and chances to win great prizes and awards.

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. All age restrictions for movie ratings apply.

"The Hollywood Nights ½ Movie Marathon is a great event where we can not only raise money to support our patients and families, but also to showcase Children's Leukemia Foundation of Michigan. We are grateful to Emagine Theatre for offering this opportunity to us," said Foundation President and CEO William Seklar. "And we thank *The Oakland Press*, 98.7 AMP Radio and Buddy's Pizza of Auburn Hills for partnering with us to help make this a successful event."

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A special package is also available for a group of four who raises a group total of \$100 or more. The Paparazzi Pack of Four includes dinner and two movies for four, between 4:30 PM and 11 PM.

To participate in HOLLYWOOD NIGHTS, register online at:  
<http://events.leukemiamichigan.org/moviehalfmarathon>.

***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](http://www.leukemiamichigan.org).

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