



For Immediate Release:

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For More Information:

Erica Haouchine (414)273-5533

ehaouchine@warmemorialcenter.org



Charity Wedding Gown Sale Benefits Breast Cancer Research & Awareness

Milwaukee, WI – The War Memorial Center, 750 N. Lincoln Memorial Dr., is proud to host ***Brides Against Breast Cancer – National Tour of Gowns*** April 9 & 10, 2010. This exciting charity wedding gown sale benefits the educational programs and wish fulfillment funds of *Making Memories Breast Cancer Foundation*. All proceeds of the sale go directly to breast cancer research, education, and funds to grant last wishes to hundreds of men and women suffering from stage IV (terminal) breast cancer.

Brides are invited to browse through hundreds of exquisite, name brand and designer wedding gowns that have been donated by manufacturers, retailers, designers and individuals. Prices for gowns range from \$99 – \$799 though values may exceed \$8,000. A select collection of couture gowns will also be available priced at 25-75% off of the retail price. Area wedding vendors including top catering companies, photographers, floral designers and more will be on hand to provide information and plenty of free samples to revive shoppers.

Dates/Times

Friday, April 9 from 10:00 a.m. – 8:00 p.m. (POWER HOURS: 10:00 a.m. - noon, \$20/person)

Saturday, April 10 from 10:00 a.m. – 8:00 p.m.

Location

War Memorial Center – Memorial Hall

750 N. Lincoln Memorial Drive, Milwaukee

About the Foundation

Making Memories Breast Cancer Foundation™ (MMBCF) is a nationally recognized 501C 3 Foundation. The organization has been granting last wishes to hundreds of men and women suffering from stage IV (terminal) breast cancer. Contributions to the work of the Foundation are fully tax deductible. The mission of the organization extends to increasing awareness of breast cancer and educating the public to the vast network of resources and support systems available to breast cancer patients and their families. More information: www.bridesagainstbreastcancer.org

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About the War Memorial Center

Designed by renowned Finnish-American Architect *Eero Saarinen* (also known for the Gateway Arch in St. Louis, MO), the Milwaukee County War Memorial Center stands as Southeastern Wisconsin's most visible tribute to those who have served in the U.S. Armed Services. The War Memorial Center was designated a Milwaukee Landmark in 1974 in honor of its architectural and cultural significance to the community. The fear of the aging veteran community is that their service will be forgotten. We ensure that future generations know and understand the legacy that affords them the freedoms they enjoy by serving the community. More information: www.warmemorialcenter.org (414) 273-5533

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