

MEDIA ALERT & PHOTO OPPORTUNITY

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Local Business, SuperCoups Help Support Pediatric Cancer Research *Lemonade Stand Fundraiser Planned August 22, 2007*

WHO: **SuperCoups**, a national direct mail coupon franchisor headquartered in E. Taunton, MA; and **Brown Chiropractic Centers** of Brockton, MA, owned by Dr. Richard Brown (resident of Easton, MA)

WHAT: **Lemonade Stand** fundraiser event. One hundred percent of funds raised will go to **Alex's Lemonade Stand Foundation** for its work directly with doctors and researchers to identify and bring new life-saving treatments to children who are seriously ill with cancer.

WHERE: **Brown Chiropractic Centers, 45 Pearl Street, 2nd Floor, Brockton, MA** (stand will be in the reception area)

WHEN: **Wednesday, August 22** from 8:30 am – 5:00 pm

OTHER: Dr. Brown's two daughters, ages 8 and 10, will help to run the lemonade stand. Donations of any denomination will be accepted. The event is open to the public and local community.

Alex's Lemonade Stand Foundation evolved from a 4-year old cancer patient's front yard lemonade stand in Pennsylvania to a nationwide fundraising movement for childhood cancer. Alexandra "Alex" Scott passed away in 2004 at the age of eight.

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If you are interested in covering the event or would like to conduct an interview with Dr. Brown or SuperCoups, contact Betty at (401) 433-5965/betty@newberrypr.com