



NEWS RELEASE

FOR IMMEDIATE RELEASE
July 19, 2007

Contact: Adrienne Rainey
Phone: (314) 395-8200
Email: arainey@gildasclubstl.org

Gilda's Club To Be Featured in USA Today

ST. LOUIS – On July 20, Gilda's Club Worldwide, the leading organization dedicated to providing social and emotional support throughout North America for people living with cancer, their families and friends, will be highlighted in USA TODAY as part of the newspaper's 25th Anniversary celebration. The publication has chosen to salute 25 major charities in this way in an effort to acknowledge the generosity and social responsibility of American citizens.

"USA TODAY wanted to find a way to give back to the nation during our 25th anniversary celebration by celebrating causes that are closest to the hearts of Americans," said Susan Lavington, vice president of consumer marketing, USA TODAY. "We selected charities that represent a broad range of interests including environment, health, animals, arts, education, human services, and public benefits, and hope our readers will join us in saluting these charities."

"Being featured among such a stellar list of charitable organizations is truly an honor, and we thank USA TODAY for the privilege" said Vivien Hoexter, CEO, Gilda's Club Worldwide. "Our 30 clubhouses located throughout the US and in Canada, provide exceptional support for our more than 45,000 members; but when statistics tell us that 3 out of every 4 people are touched by cancer every single day, the value of this recognition becomes priceless in helping Gilda's Clubs extend our message well beyond our red doors."

The Founding Board of Directors of Gilda's Club St. Louis will be hosting a celebration event with the Friends of Gilda's Club St. Louis to toast this auspicious occasion at The Maryland House at Brennan's on Friday evening, July 20, 2007 from 5:30 until 7:30 p.m. Board President Virginia McDowell notes, "The USA TODAY selection comes at an excellent time for Gilda's Club St. Louis and will help us build community awareness and support, as Gilda's Club St. Louis is relatively new to the area. We're thrilled that Gilda's Club St. Louis can share in the excitement of the recognition with Gilda's Club Worldwide."

In addition to Gilda's Club Worldwide, other charities chosen include Big Brothers Big Sisters, Special Olympics, American Red Cross and the Humane Society of the United

States. Gilda's Club will be profiled in the print and online versions as well as on a special 25th anniversary Web site found at

<http://www.usatoday.com/news/snapshots/25anniversary/hcf.htm>

About Gilda's Club

Gilda's Club is a cancer support community, for anyone whose life has been touched by cancer - men, women and children, their families and friends - at any stage of the cancer experience. As part of an international network of affiliate clubhouses anchored by Gilda's Club Worldwide, Gilda's Club St. Louis will offer a comprehensive program of free lectures, workshops, social activities and support and networking groups as an essential supplement to medical care. For more information, visit www.gildasclubstl.org or call 1-888-GILDA-4-U.