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Local “Key to the Cure” Event Supports SMHCS Genetic Education Program

SARASOTA – For the sixth year, Sarasota Memorial Health Care System (SMHCS) will participate in “**Key to the Cure,**” a weekend shopping event sponsored locally by **Saks Fifth Avenue** and **Mercedes Benz**. During this year’s four-day event, **October 18-21**, Sarasota’s Saks Fifth Avenue at Westfield Southgate will donate 2% of sales to benefit the Genetic Education Program at SMHCS. To date, this event has raised more than \$330,000 to further breast, ovarian, uterine and cervical cancer research and related projects in the Sarasota/Manatee community. Proceeds from this year’s event will continue to benefit the prevention and treatment of women’s cancers, with funds slated for state-of-the art technological and surgical approaches as well as genetic education and testing.

On **October 18**, Saks Fifth Avenue Sarasota will host a private VIP party to kick off the special shopping weekend. The theme for this year’s party, co-chaired by Veronica Brady, Chris Pfahler and Sally Schule, is **Key to the Cabaret—Don’t Dance Around Cancer**. All proceeds raised from this party will directly benefit SMHCS through Sarasota Memorial Healthcare Foundation, Inc.

In 2007, it is estimated that more than 288,000 women will be diagnosed with a form of reproductive cancer. Support of Key to the Cure and SMHCS will make a difference in the fight against this disease in our community.

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