

American Cancer Society's Hope Lodge NYC in conjunction with the Showtime House present



'We live over 100 miles away and there was no way we could have afforded my treatments, plus hotel, gas, and food expenses. My wife and I made it through this battle because Hope Lodge and the American Cancer Society were there for me.'

- Cancer survivor and former guest of Hope Lodge NYC

New York, NY – (August 4, 2010) – The American Cancer Society's Hope Lodge NYC announces its second annual benefit, ShowHope, at the renowned Showtime House on Friday, September 24, 2010. ShowHope aims to raise money and awareness for the only facility in Manhattan that provides free lodging and support services for thousands of cancer patients traveling to New York for treatment. Hope Lodge NYC relies entirely on private donations and grassroots fundraising efforts to sustain its programs, and ShowHope will raise funds by bringing together young professionals from around the city for a night of cocktails, music, and a silent auction in a world class setting.

Attendees to the second annual ShowHope event will experience the spellbinding décor of a brand new show home atop one of the city's hottest new luxury buildings, where top designers were hand-selected to depict one of Showtime's original hit series in each room. Guests will be greeted with a red carpet entrance, live DJ, themed cocktails generously provided by SKYY Spirits, mouth-watering hors d'oeuvres from Elite Catering, and a silent auction with fabulous items to bid on from Calvin Klein, Marc Jacobs, Marquis Jets and more. Having raised nearly fifty thousand dollars at last year's premiere event, ShowHope's goal is for 100% of ticket sales and auction profits to be donated directly to Hope Lodge NYC. All sponsorships, donations and proceeds are tax-deductible, and receipts will be given upon request.

For more information about the event, please visit www.showhopenyc.org.

About Hope Lodge NYC – American Cancer Society’s Hope Lodge is a not-for profit facility located in midtown Manhattan that provides complimentary lodging and support services for cancer patients and their caregivers who are undergoing treatment while away from home. Through private donations and fundraising events like ShowHope, Hope Lodge NYC will be able to continue providing free housing and a comfortable, supportive environment for encouragement and healing to thousands of patients from around the world. For more information, please visit www.hopelodgenyc.org.

About ShowHope – Founded by a group of volunteers from across the city with a desire to make a difference on a larger, more impactful scale, the ShowHope Event Committee is comprised of a handful of friends and colleagues who each have felt the effects of cancer in their own lives. The ShowHope team aims to reach a new audience of young professional volunteers and donors by providing a variety of year-round events dedicated to raising funds for Hope Lodge NYC. For more information, please visit www.showhopenyc.org.

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