



Cancer is a global problem,
but it affects the world locally...

One Person at a Time



news



For Immediate Release
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SONOMA COUNTY GASTRONOMISTS AND SPA ENTHUSIASTS DINE AND RELAX FOR NORTH BAY CANCER ALLIANCE

Santa Rosa, CA (December 2, 2010) North Bay Cancer Alliance (NBCA) is pleased to report that it has successfully concluded a month-long awareness and fundraising effort with some of Sonoma County's preeminent restaurant and spa destinations. Teri and Mark Stark, owners of the Stark Reality Restaurants along with Hotel Healdsburg and THE SPA at Hotel Healdsburg partnered with the North Bay Cancer Alliance to bring attention to one of the county's most important programs, the Sonoma County Cancer Risk Assessment Project or SCRAPPI. (Visit www.northbaycancer.org for details of the North Bay Cancer Alliance and SCRAPPI.)

The **Stark Reality Restaurants** promotion, **Think Pink for Lunch**, raised \$7,000 based on a percentage of lunch tickets from their four restaurants during Breast Cancer Awareness month in October. At their four restaurants; Stark's Steakhouse, Monty's, Willi's Wine Bar, and Willi's Seafood and Raw Bar, the wait staff donned pink ribbons, passed out information about SCRAPPI, and informed the patrons that a portion of the lunch proceeds would be helping to find high risk women before they develop cancers.

THE SPA at Hotel Healdsburg, with their **Think Pink for Tranquility** campaign, donated \$1 for every spa treatment during the month of October with a grand total of 1,100 treatments. This donation was doubled by **Hotel Healdsburg** for a total donation of \$2,200.

The money raised for North Bay Cancer Alliance will benefit the Sonoma County Cancer Risk Assessment Project (SCRAPPI). Sonoma County is fortunate to have the first coordinated regional effort in Northern California that identifies women who are at increased risk for developing breast and ovarian cancer because of genetic inheritance or personal history.

"On behalf of the Board of Directors of the North Bay Cancer Alliance and the past and future women in the region we have and will help, we are profoundly grateful for the generosity of the Stark Reality Restaurants and Hotel Healdsburg and THE SPA. It's amazing how a community can benefit from this kind of a collaborative effort," commented Marie Gewirtz, NBCA Director.

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The Sonoma County Cancer Risk Assessment Project (SCRAPPI) is committed to minimizing the morbidity and mortality caused by breast and ovarian cancer in Sonoma County by identifying and counseling women at increased risk of developing these cancers before diagnosis. It also aims to reduce breast cancer-related anxiety through targeted education. SCRAPPI provides free cancer risk assessment services throughout Sonoma County so that any woman, regardless of income or insurance, can learn about and manage her risk.

North Bay Cancer Alliance is a 501(c)(3) non-profit corporation.