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## **The Extreme Fundraiser Energizes the Search for the Cause in Marin**

*Businesses join together to benefit Marin and the Bay Area Cancer epidemic*

**Marin, CA** (September 2004) - The Marin Cancer Project (MCP) and Stellar Spa are partnering on a community-based “Extreme Fundraiser” raffle of luxury items donated by leading Bay Area businesses. The raffle kicks off on October 1<sup>st</sup> lasting for the month in tandem with Cancer Awareness Month. The goal of this event is to raise significant funds in support of the Marin Cancer Project’s Search for the Cause seeking to reverse the high cancer rates here in Marin and our surrounding bay area communities.

“The incidence of Cancer in the Bay Area and particularly in Marin and San Francisco has reached epidemic proportions,” said Judi Shils, Director of The Marin Cancer Project.

“Extreme conditions require extreme measures.”

**The Extreme Fundraiser** features unique luxury packages. Unlike a standard raffle, this allows participants to purchase raffle tickets for particular items, increasing their likelihood of winning a prize of their choice. Those wishing to participate can go online to [www.marincancerproject.org](http://www.marincancerproject.org) or [www.stellarspa.com](http://www.stellarspa.com) and purchase raffle tickets during the

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month of October. In addition a collective of MCP teen volunteers will be selling tickets out in the community. Prize items have been donated by local Marin businesses supporting this effort. On October 31<sup>st</sup>, a winner will be chosen for each prize package.

The Marin Cancer Project's 2003 grassroots door-to-door research revealed one-in-four Marin households surveyed have been affected by cancer. The same survey found cancer was the community's #1 health concern. Within the local community based on the Northern California Cancer Center's (NCCC) latest release:

- Women in Marin are 20% more likely to get breast cancer than anywhere in the nation.
- There is a higher rate of prostate cancer in men than breast cancer in women in both Marin and California.
- Men in Marin are 26% more likely to get prostate cancer than anywhere in CA.

In addition to the Extreme Fundraiser online raffle, Stellar Spa will donate 10% of all retail sales for the first week of October (10/4 – 10/10) to the Marin Cancer Project. To participant, purchase products from the spa boutique in Corte Madera, CA or via the website at [Shopstellarspa.com](http://Shopstellarspa.com).

“As a health & wellness leader in Marin, we take great pride in educating the local community on living a ‘lifestyle in balance’,” said co-owner Dana Vande Weg. “In keeping with this philosophy, we hope this collaborative venture will help to support important health research and further benefit our local community.”

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### About Marin Cancer Project

Founded in 2002 by Ross resident Judi Shils, The Marin Cancer Project's purpose is to engage in research seeking the relationship between all cancers, the environment and our communities and to educate about ways to mitigate risk while striving to become a healthier, more sustainable community.

### About Stellar Spa

Stellar Spa is a leader in providing a world-class spa experience and the latest in therapeutic, relaxing spa treatments to men and women. Stellar Spa is also a leader in the development of innovative all-natural skin care and body products that are safe for all skin types. The company's 4,500 square foot spa facility located in Marin County, California, offers an environment that is sophisticated, elegant and relaxed.

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