

## FOR IMMEDIATE RELEASE



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## Kelly Cares Foundation Debuts Paqui's Playbook Wellness Event Series this October – Announcing Five Events for the Community to Take Part In

*Annual Wellness Event Series Emphasizes Breast Cancer Awareness*

**South Bend, IN - September 18, 2014** – The Kelly Cares Foundation has announced the debut of its inaugural Paqui's Playbook Wellness Event Series this October, emphasizing breast cancer awareness right here among those in our community. The Wellness Series, timed to coincide with Breast Cancer Awareness Month, aims to draw the community together to not only raise awareness for breast cancer, but to raise funds that will help combat this disease – all while raising a ruckus and having some fun in the process. Paqui's Playbook Wellness Event Series will consist of five events throughout the month of October – with the hope that the different events prove a draw to many women in our area.

“Holding events in the month of October to raise awareness of breast cancer is a given for us,” said Paqui Kelly, co-founder of the Kelly Cares Foundation. “We have had so much fun with each event in years past – and so much support from our community – that we just keep adding and adding events!”

Since its founding in 2010, the Kelly Cares Foundation has contributed nearly \$2 million to support organizations, initiatives and programs that closely align with the goals and values of the Kelly family. A strong emphasis has been made on three main pillars: **Health, Education, and Community**. A portion of the overall funds have been utilized for Kelly Cares' health mission – supporting breast cancer awareness and research, including programs rooted in the Michiana area.

Breast cancer is the second-leading cause of cancer deaths in women, exceeded only by lung cancer.<sup>1</sup> In Indiana, breast cancer tops all other types of cancer for women – with 28% of new cancer cases being attributed to breast cancer.<sup>2</sup> These statistics underscore why the Kelly Cares Foundation encourages the community to take part in these fun events, help raise awareness, and continue to educate themselves about breast cancer.

“We joke around and have such a good time at our events, but I always take a moment at each of these events to remind myself of some of my toughest moments with breast cancer – and just how far I've come,” said Paqui. “I stand at these events and think, gosh, the people here with me today understand just how important it is for ALL of us to do what we can to make an impact – and support the larger fight against breast cancer.”

Paqui's Playbook Wellness Event Series includes a golf outing and luncheon, a FREE Pink Out Zumba Session on the Notre Dame football field, a wine and canvas event, a Promise of Hope Reception with both Brian and Paqui Kelly, and an intimate survivor dinner – by invitation only. The Kelly Cares Foundation hopes to have an event suited to everyone. It doesn't matter if you are a golfer, athletic, artistic or simply a breast cancer patient, survivor or family member – the Kelly Cares Foundation encourages everyone in our community to take part in at least one of these events to help continue to raise breast cancer awareness, education and research.

To learn more or register for any of the events in the Paqui's Playbook Wellness Event Series, individuals can visit [www.kellycaresfoundation.org](http://www.kellycaresfoundation.org) and click on the events page.

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The 2014 Paqui's Playbook Wellness Event Series includes:

- **Paqui's Playbook Golf Outing & Luncheon**  
Wednesday, October 1  
Morris Park Country Club  
Registration – 7:30 a.m.  
Ladies 9-Hole Golf – 8:30 a.m.  
Luncheon open to all guests – 12:30 p.m.  
Includes golf competitions and fun giveaways
  
- **Paqui's Playbook Pink Out Zumba Session (FREE)**  
Monday, October 6  
Notre Dame Stadium on the Football Field  
5:30 – 7:00 p.m.
  - Followed by a 30-minute nutrition segment
  - Must register online to reserve your spot
  - First 1,000 participants will receive a customized pink package
  
- **Paqui's Playbook Pink Painting Party by Wine and Canvas**  
Wednesday, October 15  
Wine and Canvas, Granger Studio  
6:00 – 9:00 p.m.
  
- **Paqui's Playbook Promise of Hope Reception with Brian and Paqui Kelly**  
Hosted by The Centre, P.C.  
Thursday, October 23  
The Morris Inn, Notre Dame  
5:00 – 8:00 p.m.  
Includes valet parking, a gift, raffle prizes, hors d'oeuvres, beer, wine and soft drinks
  
- **Paqui's Playbook Survivor Dinner**  
An Intimate dinner with Paqui Kelly  
Thursday, October 30  
By invitation only to local survivor groups

To schedule an interview with Paqui Kelly regarding the upcoming inaugural Paqui's Playbook Wellness Event Series, please contact the Kelly Cares Foundation Executive Director, Lisa Klunder, at [lisa.klunder@kellycaresfoundation.org](mailto:lisa.klunder@kellycaresfoundation.org).

### **About The Kelly Cares Foundation**

The Kelly Cares Foundation was established in 2010 by the Brian and Paqui Kelly family to support organizations, initiatives and programs that closely align with the goals and values of the Kelly family. A strong emphasis has been made on three main pillars: **Health, Education, and Community**. To accomplish its mission, Kelly Cares emphasizes health, by promoting breast cancer awareness, supporting those in need, funding valuable research, and encouraging prevention; education, by funding educational research and supporting institutional advancement at all levels and capacities; and community, by supporting projects and initiatives that encourage the engagement of individuals in their local communities.

To learn more about the Kelly Cares Foundation and its initiatives, visit [www.kellycaresfoundation.org](http://www.kellycaresfoundation.org).

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<sup>1</sup>American Cancer Society (<http://www.cancer.org/cancer/breastcancer/detailedguide/breast-cancer-key-statistics> )

<sup>2</sup>Indiana Cancer Facts & Figures 2012 (<http://indianacancer.org/wp-content/uploads/2012/04/ICC-Facts-and-Figures-2012-Low-Resolution-Final.pdf> )