

# Chair and vice chair announced for the 2010 Cattle Barons' Ball

The American Cancer Society of Lee County has named the chairs for its seventh annual Cattle Barons' Ball fundraiser to be held on Jan. 23, 2010.



LUCHT

Danielle Lucht, a financial advisor with Alliance Financial Group, will be the event chair and Cyndie Grimes, a well-known nurse practitioner in the local medical community, will be the vice chair. Ms. Lucht has been involved with the fundraiser for five of its six years as the largest Cattle Barons' Ball in the state of Florida. Ms. Grimes is a strong advocate for cancer prevention and screening and knows firsthand how cancer can affect every family at one time or another.

The Cattle Barons' Ball has raised more than \$2.5 million in support of the American Cancer Society of Lee County in the past six years.

"I'm excited about the opportunity that this year's event brings," said Ms. Lucht. "We need the community to remember that cancer does not know what the word 'recession' means, and the need is greater than ever before. We're looking at new and creative ways to be good stewards of our donated dollars in 2010 to increase the net contribution to the

American Cancer Society."

The dollars raised at the annual event go directly to funding research to fight adult and pediatric cancer and to find a cure, as well as support several local cancer programs including R.O.C.K. ("Reaching Out to Cancer Kids") that supports children with cancer and their families. Donations help provide scholarships to college-bound students. Road to Recovery provides rides for cancer patients to and from treatments. Look Good Feel Better educates women undergoing cancer treatment about beauty techniques to help restore appearance and self-image. Man to Man educates and supports men and their families who are battling prostate cancer. 1-800-ACS-2345 is a national 24/7 hotline that provides cutting-edge cancer information and resources.

With more than 3,400 local offices nationwide, The American Cancer Society is organized to deliver cancer prevention, early detection, and patient services programs at the community level. The organization is dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy and service.

Sponsorships and tables for the event are available. For more information, contact Beth Hayes at the American Cancer Society at 936-1113, ext. 113, or at beth.hayes@cancer.org. ■





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**Bill Valenti, president and CEO,** raised his family in Southwest Florida and is an active member of many community organizations. During the week he is often a board member, opting for another kind of board over the weekends.

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