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**HERA Women's Cancer Foundation Named Beneficiary of Philly Roller Girls'  
Third Annual East Coast Extravaganza**

Event organizers anticipate 900 competitors at June 27 – 28 event

**BOULDER, COLO. (June 22, 2009)** Over 900 roller derby competitors from around the United States will be aiding in the fight against ovarian cancer during an action packed roller derby weekend. The [HERA Women's Cancer Foundation](#) has been named the beneficiary of the [Philly Roller Girls' Third Annual East Coast Extravaganza](#) (ECE) a large-scale women's flat track roller derby tournament held June 27 – 28 at the [Sportsplex](#) in Feasterville, Pa. (1331 O'Reilly Drive.) The event is open to the public and the two day competition runs from 10:00 a.m. to 9:00 p.m. Tickets are available online at [www.phillyrollergirls.com](http://www.phillyrollergirls.com) and are \$15 for one-evening, \$30 for a full day and \$50 for a two-day pass. A percentage of ticket proceeds will be donated to the HERA Foundation, a non-profit that funds ovarian cancer research and conducts awareness initiatives. Money raised from a raffle featuring items donated by companies participating the event's vendor expo will also be donated to HERA.

Event organizers anticipate over 900 participants, including 72 teams from around the United States and Canada. Sanctioned by the Women's Flat Track Derby Association (WFTDA), participants include member leagues as well as regional amateur leagues applying for membership into the national organization.

“When we discovered that only 24 percent of women are diagnosed with ovarian cancer during its early stages, we felt compelled as an organization to do something. Raising awareness is critical with this disease and the unique nature of our event will help HERA deliver their message and, we hope, ultimately change that percentage,” says Vanessa Jackson of the Philly Roller Girls. One in 57 women will be diagnosed with ovarian cancer this year. With early detection, more than 90% will survive. Currently, only 24% of ovarian cancer is caught early.<sup>1</sup>

“HERA's OSB1 scientific grant funds ovarian cancer research that's outside-the-box. The unique nature of this event is a good fit for HERA's cutting edge approach to raising awareness and fundraising,” says Samantha Lockwood, an ovarian cancer survivor and HERA board member. “We are honored that the Philly Roller Girls are so committed to HERA's mission.”

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<sup>1</sup> 2008 American Cancer Society

## ***HERA Philly Roller Girls - 2***

During the ECE event, two rinks will feature full-length, regulation bouts between travel teams from WFTDA member leagues, including the Philly Roller Girls. One additional rink will host challenge bouts—half-hour bouts between home teams, special teams and rookie leagues. The challenge bouts will adhere to WFTDA rules, with the exception of the reduced playing time. A complete schedule of regulation bouts and challenge bouts will be available online at a later date at [www.phillyrollergirls.com](http://www.phillyrollergirls.com).

### **About the HERA Foundation**

The HERA Foundation is a registered 501 (c) 3, whose mission is to stop the loss of women and girls from ovarian cancer by empowering them to take control of their health, empowering the medical community to find new directions in ovarian cancer research and empowering communities to provide support. HERA is an acronym for Health, Empowerment, Research and Awareness. Each year HERA awards its OSB1 Scientific Grant and several community grants to local ovarian cancer organizations. For more information, visit [www.herafoundation.org](http://www.herafoundation.org).

### **About the Philly Roller Girls**

The Philly Roller Girls is an all female, skater-owned and -operated roller derby league formed in March 2005. The league is comprised of a diverse group of hard-working athletes with the strength and character to provide serious entertainment for fans while having fun in the process. These women, along with many dedicated volunteers, have been working tirelessly to bring the sport of women's flat track roller derby to the Philadelphia area. They are proud members of the Women's Flat Track Derby Association (WFTDA), a group representing over 80 all-female, independent, flat-track roller derby leagues throughout North America. The league has more than 40 dedicated skaters on three home teams—the Broad Street Butchers, the Heavy Metal Hookers, and the undefeated four-year champions the Philthy Britches. In October of 2006, the Philly Roller Girls debuted their all-star travel team, the Liberty Belles. The Belles are currently ranked 3rd in the nation. For more information, visit [www.phillyrollergirls.com](http://www.phillyrollergirls.com).

### **About WFTDA**

Founded in 2004, the WFTDA promotes and fosters the sport of women's flat track roller derby by facilitating development of athletic ability, sportsmanship, and goodwill among member leagues. The governing philosophy is "by the skaters, for the skaters." Women skaters are primary owners, managers, and operators of each member league and of the association. Operational tasks include setting standards for rules, seasons, and safety, and determining guidelines for the national and international athletic competitions of member leagues. All member leagues have a voice in the decision-making process, and agree to comply with the governing body's policies. For more information, visit [www.wftda.com](http://www.wftda.com).

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