



## **PRESS RELEASE**

### **Philly Roller Girls hosting Second Annual East Coast Extravaganza to benefit HERA Women's Cancer Foundation**

**Philadelphia, PA -- February 14, 2008** -- The Philly Roller Girls announced today that a percentage of ticket proceeds from the East Coast Extravaganza will be donated to HERA Women's Cancer Foundation. The East Coast Extravaganza is a large-scale flat track roller derby event featuring two full days of competition by teams from across the nation. The event will take place June 21-22, 2008 at the Sportsplex in Feasterville, PA. Participants will include Women's Flat Track Derby Association (WFTDA) member leagues as well as regional rookie leagues applying for membership into the national organization.

Two rinks will feature full-length, regulation bouts between travel teams from WFTDA member leagues, including the Philly Roller Girls. The event will be sanctioned by WFTDA and travel team bouts will count toward the participating leagues' national rankings.

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. All events will be open to the public, giving fans a chance to see up-and-coming regional derby talent as well as seasoned veteran skaters. 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 and Ovarian Cancer**

The HERA Foundation is a non-profit organization dedicated to raising money for gynecological cancer research, awareness of symptoms, and patient programs. HERA will have raffle prizes as well as stickers for sale. 100% of raffle and sticker proceeds will go to the HERA Women's Cancer Foundation. A percentage of the proceeds from tickets sales of the East Coast Extravaganza will go directly to the HERA Foundation. The HERA Women's Cancer Foundation is a 5013c charitable organization.

Each year, ovarian cancer claims the lives of more than 16,000 women, and 25,500 are diagnosed; it is the fourth leading cause of cancer death among U.S. women. Sadly, research into ovarian cancer is woefully inadequate, lagging years behind that of other cancers.

Ovarian cancer survivor Sean Patrick founded the HERA (Health, Empowerment, Research and Awareness) Women's Cancer Foundation four years ago to bring much-needed attention and money to the disease. The aims of HERA are simple:

- To encourage gynecological cancer research,
- To prevent needless death by raising awareness (allowing for earlier diagnosis), and
- To fund research into a reliable early-detection method and more effective treatments

For more information on the HERA Women's Cancer Foundation and ovarian cancer, go to [www.herafoundation.org](http://www.herafoundation.org).

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## **About the Philly Roller Girls**

The Philly Roller Girls is an all-female, skater-owned and operated roller derby league that formed in March 2005, and is now entering into its third season. 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 50 all-female, independent flat-track roller derby leagues throughout the United States. The league has over 40 dedicated skaters on three home teams—the Broad Street Butchers, the Heavy Metal Hookers, and the 2006 and 2007 undefeated champions the Philthy Britches. In October of 2006, the Philly Roller Girls debuted their all-star travel team, the Liberty Belles. The Belles have an impressive first year record of six wins and two losses in regular inter-league play, and are currently ranked 9<sup>th</sup> 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 derby by facilitating the 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).

Come out to the East Coast Extravaganza at the Sportsplex in Feasterville for a fun weekend of hard-hitting roller derby action and support an important women's health cause!

## **Ticket Information**

Tickets for the event are available online at [www.phillyrollergirls.com](http://www.phillyrollergirls.com). General admission: \$25 day pass, \$50 weekend pass, \$15 evening pass ticket to see the headlining Philly Liberty Belles each day.

## **CONTACTS**

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