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## **Katie Couric & Friends Bowl to “Strike Out Colon Cancer”**

**Fundraiser for Colon Cancer Research and Awareness Programs is  
Launch Event for 300 New York Bowling Center at Chelsea Piers**

*For each of the first 150 strikes bowled, 300 New York will donate \$1000  
to the Entertainment Industry Foundation’s  
National Colorectal Cancer Research Alliance*

**Who:** Host **Katie Couric**, with guests **Lisa Rinna, *Grey’s Anatomy’s* James Pickens, *The Sopranos’* Steve Schirripa and John Ventimiglia, Joey Lawrence, Robert Verdi, Carmen Marc Valvo, Fern Mallis** and many others...

**What:** The Strike Out Colon Cancer fundraiser will launch *300 New York*, Manhattan’s newest bowling and entertainment center, located at Chelsea Piers. The event benefits the Entertainment Industry Foundation’s National Colorectal Cancer Research Alliance (EIF’s NCCRA), which was co-founded by Katie Couric.

For each of the first 150 strikes bowled, *300 New York* will donate \$1000 to EIF’s NCCRA.

EIF’s NCCRA funds promising research and public awareness programs to help fight this country’s #2 cancer killer, which is largely preventable through proper screening.

**When:** Wednesday, May 9, 2007

Press call: 6:30pm  
Arrivals: 7:00pm

**Where:** *300 New York*  
Chelsea Piers/Pier 60  
West Side Highway at 23<sup>rd</sup> Street

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