

April 27, 2009

Media/Photo Advisory

**VISIT "ALEX'S LEMONADE STAND" TO FIGHT CHILDHOOD CANCER,
HOSTED BY WINSTON FAMILY YMCA ADVENTURE GUIDES
Saturday May 2, 2009 from 2-6 p.m. at Ponte Vedra Publix Supermarkets**

WHAT: The Ponte Vedra YMCA Adventure Guides (Choctaw Federation) will host *Alex's Lemonade Stand* at local three Publix Supermarkets. With all supplies donated by Publix Supermarket, approximately 30 children from ages 6-12, along with their fathers, will offer lemonade and accept donations to raise money to find a cure for childhood cancer. This is the third year this has been hosted by the Adventure Guides; in 2008 they raised more than \$2,000.

WHEN: Saturday, May 2, 2009 from 2-6 p.m.

WHERE: Three Ponte Vedra Publix Supermarkets

- Publix at Marsh Landing
- Publix Sawgrass Village
- Publix at The Shoppes at Palm Valley (Roundabout at CR 210)

ADDITIONAL INFORMATION:

Alex's Lemonade Stand Foundation: Alex's Lemonade Stand Foundation evolved from a young cancer patient's front yard lemonade stand to a nationwide fundraising movement to find a cure for childhood cancer. Since Alexandra "Alex" Scott (1996-2004) set up her front-yard stand at the age of four, more than \$25 million has been raised towards fulfilling her dream of finding a cure for all children with cancer. For more information, visit www.alexlemonade.org.

YMCA Adventure Guides: The Adventure Guides is a program offered in YMCAs across the country designed to strengthen the relationship between parent and child. The Winston Family YMCA in Ponte Vedra is host to 20 Adventure Guide tribes, or circles (approximately 130 children total). Each tribe is unique, some with father/daughter tribes or father/son tribes (ages 5-10).

National YMCA Adventure Guide Website:

http://www.ymca.net/adventure_guides/ag_what_is.html

The Ponte Vedra Winston Family YMCA Adventure Guide Website: www.choctawfed.org

MEDIA CONTACT:

For more information about Alex's Lemonade Stand hosted by the YMCA Adventure Guides, contact Jack Morey at 904.536.8578.

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