



**FOR IMMEDIATE RELEASE**

**DR. MAGDA MELCHERT AND DR. MATTHEW FINK ARE HONORARY  
CO-CHAIRS OF “50 SHADES OF AWESOME PINK” GALA IN TAMPA**

**Sarasota, FL – September 8, 2016...**Florida Cancer Specialists (FCS) Foundation is proud to announce that Florida Cancer Specialists’ physicians, Dr. Magda Melchert and Dr. Matthew Fink will serve as honorary co-chairs of its annual fundraising gala in Tampa. “50 Shades of Awesome Pink” will be held on October 8, 2016 from 6 p.m. to 10 p.m. at the Grand Hyatt Tampa Bay.

This year, the event has a 1980’s theme and will feature music videos, dancing, arcade games and a silent auction. All proceeds will benefit the FCS Foundation, which provides financial assistance for non-medical living expenses to qualified cancer patients who are currently undergoing treatment in Florida. In addition to events such as the “50 Shades of Awesome Pink” Gala and other fundraising efforts, the FCS Foundation is actively supported by the physicians and employees of Florida Cancer Specialists.

Brad Prechtel, CEO of Florida Cancer Specialists & Research Institute (FCS) and Board Chair of the FCS Foundation, said, “Since 2012, the Foundation has continued to grow and each year the number of cancer patients we are able to help has increased. We also continue to see tremendous growth in the number of applications received. Cancer patients should not have to choose between paying their rent or utilities and paying for their treatment. The Florida Cancer Specialists Foundation helps with these types of bills so that patients can concentrate on getting well.”

When asked about her role as Honorary Co-Chair, Dr. Magda Melchert said, “I am very excited to be a part of this special evening. As an Oncologist, I see, daily, the impact cancer has on patients and their families. I find the strength that these patients exhibit to be truly inspirational. I am very pleased to serve as Honorary Co-Chair of an event that makes a difference in the lives of patients and their families who are affected by cancer.”

Dr. Matthew Fink, Honorary Co-Chair, added, “Cancer has been a part of my life since an early age, when both of my parents were diagnosed. Having been on both the family and physician side of cancer treatment, being a part of this event is near and dear to my heart. I am delighted to be named Honorary Co-Chair of this unique event which will directly benefit cancer patients and their families.”

Event tickets are \$150 per person, or \$1,500 for a table of 10, and include a cocktail reception, hors d’oeuvres, dinner, entertainment and dancing. Event sponsorships are available. Gala tickets and sponsorships can be purchased on Florida Cancer Specialists Foundation’s website at [Foundation.FLCancer.com/50ShadesOfPink16](http://Foundation.FLCancer.com/50ShadesOfPink16) or by calling 941.677.7192.

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**About Florida Cancer Specialists Foundation:**

The Florida Cancer Specialists Foundation was created to help qualified patients who need financial assistance while undergoing treatment for cancer. The Foundation’s AVAIL Fund allows those fighting cancer to concentrate on recovery, rather than worrying about bills such as rent, mortgage, utilities or car payments. The Foundation office is located at 5202 Paylor Lane in Sarasota, Florida. You can learn more about the FCS Foundation at [Foundation.FLCancer.com](http://Foundation.FLCancer.com) or by calling 941.677.7181.

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