



FOR IMMEDIATE RELEASE

## 50 SHADES OF ROARING PINK

### Florida Cancer Specialists Foundation hosted the Annual Fundraising Gala

**Tampa, FL – October 19th, 2017...** The Florida Cancer Specialists (FCS) Foundation is proud to announce another successful annual “50 Shades of Pink” event hosted by honorary co-chairs FCS physicians, Dr. Christopher George and Dr. Julio Lautersztain. The event was held on October 7, 2017 at the Grand Hyatt Tampa Bay and grossed \$200,000 with all proceeds going to patient grants.

The first “50 Shades of Pink” was held in 2014 due to a wedding venue cancellation. When Barbara Long’s wedding was cancelled, she was faced with a dilemma. She had already paid a deposit for the reception and it was nonrefundable. After learning about the FCS Foundation, Barbara chose to donate the deposit she had paid to the venue and chair a fundraising event to benefit the FCS Foundation; thus, “50 Shades of Pink” was born!

This year guests experienced a “Great Gatsby” theme and featured flappers, a covert speakeasy, casino games and live jazz and swing music. All proceeds directly 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 like the “50 Shades of Roaring Pink” Gala and other fundraising efforts, the FCS Foundation’s overhead is paid by the physician partners at Florida Cancer Specialists, so 100% of donations (net of events) benefit cancer patients in need.

Brad Precht, CEO of Florida Cancer Specialists & Research Institute (FCS) and Board Chair of the FCS Foundation, said, “The FCS Foundation would not be able to raise funds for cancer patients in need without the continued support of our local community and sponsors. We are very appreciative and we look forward to another successful “50 Shades of Pink” Gala in 2018.”

Honorary Co-Chair, Dr. Christopher George said, “I am grateful to serve as Honorary Co-Chair of an event that makes a difference in the lives of patients and their families affected by cancer. As an oncologist, I see the impact cancer has on patients and their families.”

Dr. Julio Lautersztain, Honorary Co-Chair, added, “50 Shades of Roaring Pink” could not have been a success without the continued support from the local community and our sponsors. I am delighted that I had the opportunity to be the Honorary Co-Chair of this unique event which directly benefits cancer patients and their families.”

Foundation Executive Director Lynn Rasys said, “This Gala has been a favorite with for our supporters in the greater Tampa Bay area and the “Great Gatsby” theme was a hit for everyone in attendance. The FCS Foundation is already working on the theme for 2018 and look forward to announcing early next year.”

Event photos: <https://50shadesofroaringpink2017.shutterfly.com/>

To learn more about sponsoring the 2018 “50 Shades of Pink” Gala, please contact Terri Gagliardi at [TGagliardi@FLCancer.com](mailto:TGagliardi@FLCancer.com) or 941.677.7192.

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About Florida Cancer Specialists Foundation:

The Florida Cancer Specialists Foundation believes no one should have to choose between paying rent and paying their cancer treatment. The Foundation was established to assist qualified individuals in the state of Florida who are undergoing treatment for cancer and need assistance paying their essential, non-medical, living expenses such as rent or mortgage, a car payment, auto insurance, and/or utilities so they can focus on their health and recovery. The Foundation is a 501(3)(c) nonprofit organization and located at 5204 Paylor Lane in Sarasota, Florida. Learn more about the FCS Foundation at: [Foundation.FLCancer.com](http://Foundation.FLCancer.com) or call 941.677.7181.

For More Information, Contact:

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