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FOR IMMEDIATE RELEASE

### **CROSSING THE FINISH LINE HEADS TO THE SHORE WITH THE SEA ISLE CITY BEACH PATROL**

Blue Bell, PA- July 15, 2009- Crossing the Finish Line (CFL), a local non-profit organization dedicated to assisting young adult cancer patients, will partner with the lifeguards of Sea Isle City for the 2009 Captain Bill Gallagher 10 Mile Island Run.

The race will take place on August 8 at 5:30 pm, beginning at the Sea Isle City Beach Patrol Headquarters on 44<sup>th</sup> Street and the Boardwalk. Registration information is available at the beach patrol's website ([www.sicbp.com](http://www.sicbp.com)).

CFL was inspired by Peter R. Bossow, Jr., a former Sea Isle City lifeguard who lost his battle with cancer. In memory of Peter, the beach patrol encourages runners to raise money for CFL and will donate \$10.00 for every runner or team who raises \$250 or more. Fundraisers can easily collect donations using custom webpages. Setup is easy and includes a chance to share photos, a personal message, and a guestbook. Once a page is completed, it can be sent to potential donors who can make contributions directly online. Instructions can be found on CFL's website ([www.crossingthefinishline.org](http://www.crossingthefinishline.org)).

All donated funds will benefit the mission of CFL – helping families and their loved ones confront cancer hardships together through respite travel experiences which strengthen the healing force of their bonds and create immeasurable joy amidst devastating crisis.

Further, any runner or team who raises \$250 or more will receive free admission to CFL's Flip Flop Birthday Bash on August 15<sup>th</sup>, a CFL running shirt, and will be invited to celebrate the race's completion at a post race party at Maryann Pastry Shoppe on 44th street.

Join CFL the following weekend to celebrate the organization's 10<sup>th</sup> birthday! Register for the Flip Flop Birthday Bash, to be held on August 15 at Minmar Marine in Sea Isle City, and enjoy a night dedicated to 10 years of bringing immeasurable joy to our patients and their loved ones. The event will feature a barbeque by Pappy's Pig Roast, desserts by Maryann Pastry Shoppe, a silent auction, a birthday present tombola, a DJ, plenty of refreshments, and, of course, a birthday cake! Kids' entertainment will be abundant: coloring stations, face painting, and other goodies will make it a night to remember. Visit [www.crossingthefinishline.org](http://www.crossingthefinishline.org) to register.

CFL was established by Marci Bossow Schankweiler, in 1999 in memory of her husband, Peter R. Bossow, Jr. The organization has proudly served over 750 families since its inception. Crossing the Finish Line, a US-based 501(c)(3) organization, is funded entirely by charitable donations.

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