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Local Businesses "Flip" Traditional Dress Code To Help Cancer Patients
Employees cling to last days of summer; wear flip flops to work to fundraise

PHILADELPHIA (August 23, 2011) As they watch the summer slowly creep away, employees at 23 local-area businesses will don the season's footwear of choice, the flip flop, on Friday, September 2 to help those in their communities who bravely face a cancer diagnosis. Employees at participating companies will donate \$5 to shun their traditional office footwear and simultaneously support For Pete's Sake Cancer Respite Foundation, who provides paid respite vacations for families battling cancer. Each employee who participates will be entered to win a week-long stay at the For Pete's Sake respite vacation home near Orlando, Fla.

For Pete's Sake enables adult cancer patients and their loved ones to take a break from cancer by providing them with an all-expense paid respite vacation to various locations along the East Coast and in the Caribbean. "At For Pete's Sake, we believe in the power of rest and relaxation for everyone – especially those battling cancer," said Marci Schwankweiler, Founder, For Pete's Sake. "We are so grateful to those in the business community who will kick off their shoes to welcome the last weekend in summer on our behalf. I hope they realize that by giving their feet a break in flip flops, they're helping families get a break -- from cancer."

Flip Flop Friday is poised to become an innovative fundraising campaign that allows businesses of any size to give back to their community while encouraging employee involvement. The following companies will participate on Friday, September 2: Vault Communications (Plymouth Meeting, Pa.), The Borden Agency (Huntingdon Valley, Pa.), Blue Bell Private Wealth Management (Blue Bell, Pa.), USA3000 Airlines (Newtown Square, Pa.), National Label Company (Lafayette Hill, Pa.), Central Penn Business Journal (Harrisburg, Pa.), CheapCaribbean.com (Doylestown, Pa.), Aardvark Event Logistics (Huntingdon Valley, Pa.), Synergema (Downingtown, Pa.), iPipeline (Exton, Pa.), The Martin Law Firm, P.C. (Blue Bell, Pa.), Riley Games (Palo Alto, Calif.), Princeton Partners (Princeton, N.J.), Wasabi 3D (Princeton, N.J.), East River Bank (Philadelphia), Goldfein & Joseph, Attorneys at Law (Philadelphia) and Maron Marvel Bradley & Anderson, P.A. (Wilmington, Del.) Pennsylvania Oncology Hematology Associates (Radnor, Pa.), Kistler Tiffany Benefits (Berwyn, Pa.), Tait Weller CPAs (Philadelphia), Mellon Webster & Shelly (Doylestown, Pa.), Ribbons Express, Inc. (Cherry Hill, N.J.), The Breast Health Center at Phoenixville (Phoenixville, Pa.) Phoenixville Hospital Cancer Center & Penn Radiation, Phoenixville (Phoenixville, Pa.), Girard Partners, Ltd. (King of Prussia, Pa.), Sides Media (Feasterville, Pa.) To learn more or to sign your company up for this event, please visit www.takeabreakfromcancer.org.





For Pete's Sake (FPS) was established by Marci Bossow Schankweiler in 1999 in memory of her husband, Peter R. Bossow, Jr., whose heroic fifteen-month battle with cancer ended on September 1, 1999. Since its inception, FPS has served more than 930 patients and their families. For more information about FPS visit www.takeabreakfromcancer.org. For Pete's Sake Cancer Respite Foundation, a US-based 501(c)(3) organization, is funded entirely by charitable donations.

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