



October 2022: Breast Cancer Awareness Month

On Friday, October 7, 2022, Albie Aware teamed up with the Sacramento Kings, Kaiser Permanente and the Sacramento Metropolitan Fire District to surprise breast cancer survivors and their families with tickets to the October 14th Sacramento Kings Breast Health Awareness game against the Los Angeles Lakers. Riding in on Metro Fire's Cancer Engine, De'Aaron Fox greeted the survivors and their families.

We are excited to share that through this media coverage there was a potential audience of more than 125,000 people. Breast cancer awareness activities are very important as some individuals do not know when to start their screenings, need a reminder to schedule their mammogram or learn ways to reduce their risk of developing breast cancer.



Enclosed are the media advisory Albie Aware released that highlighted the Fox Whole Family Foundation, links to the television coverage and articles in local newspapers.

Media Coverage

[Fox Surprises Cancer Survivors](#) on Fox40 Sacramento (KTXL-TV) on October 7, 2022 at 6:53 pm, 10:51pm and 11:24pm with 58,328 unique visitors per month at these times

[Sacramento Kings Surprise Cancer Survivors](#) on ABC10 Sacramento (KXTV) on October 7, 2022 at 11:31 pm and on October 8 at 1:34 am, 6:36 am and 8:52 am with 63,058 unique visitors per month at these times

["De'Aaron Fox surprises local breast cancer survivors"](#) article through Messenger Publishing Group in Sacramento community newspapers *Sacramento Oracle*, *Carmichael Times*, *Rancho Cordova Independent*, *Natomas Messenger* and *The Rio Linda News* with a combined 5,905 unique visitors per month



ALBIE AWARE
BREAST CANCER FOUNDATION

FOR IMMEDIATE RELEASE:

October 6, 2022

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****MEDIA ADVISORY****

Albie Aware Breast Cancer Foundation and Sacramento Kings to Surprise Local Breast Cancer Survivors

Albie Aware, Sacramento Kings, Kaiser Permanente, and Sacramento Metropolitan Fire District Team Up to Bring Joy and Support to Breast Cancer Survivors and Their Families

WHAT: On Friday, October 7, in recognition of Breast Health Awareness Month, [Albie Aware Breast Cancer Foundation](#), De'Aaron Fox from the Sacramento Kings, Kaiser Permanente, and the Sacramento Metropolitan Fire District (Metro Fire) will come together to surprise Kaiser Permanente breast cancer survivors and their families with tickets to the October 14 Sacramento Kings Breast Health Awareness game against the Los Angeles Lakers. Fox will be greeting the celebrated guests by riding in on Metro Fire's Cancer Engine, which is wrapped in pink and blue to raise awareness of breast and prostate cancer.

WHY: For the star guard of the Sacramento Kings, De'Aaron Fox, breast cancer is personal. In 2000, his mother, Lorraine, was diagnosed with breast cancer and today celebrates more than 20 years as a breast cancer survivor. Inspired by his mother, De'Aaron along with his family established the [Fox Whole Family Foundation](#) to serve women whose lives have been impacted by breast cancer. The Foundation partners with Albie Aware to provide financial assistance to individuals facing breast cancer in the greater Sacramento area. Sadly, Sacramento County has a higher death rate due to breast cancer than the national and state averages. Sacramento County did not reach its Healthy People 2020 goal for mammograms in the past two years for women ages 50-74. Early detection offers the best chance of effective treatment. Breast Health Awareness Month is an opportunity to further spread awareness, encourage individuals to discuss their breast health concerns with their doctors and provide prevention education in the community.

WHEN: Friday, October 7th, 2022
3:00 PM PST

WHERE: Albie Aware Breast Cancer Foundation Parking Lot (look for the pink tent)
1851 Heritage Lane #299
Sacramento, CA 95815

WHO: De'Aaron Fox, Guard, Sacramento Kings
Captain Parker Wilbourn, Sacramento Metropolitan Fire District
Claudia DeYoung, MD, Breast Cancer Survivorship Program, South Sacramento Kaiser Permanente Medical Center
Courtney Quinn, Executive Director, Albie Aware Breast Cancer Foundation

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Carmichael Times

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Jazz Legend Comes to Carmichael



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Citrus Heights Messenger

VOLUME 12 • ISSUE 42 Serving the City of Citrus Heights & Sacramento County OCTOBER 21, 2022

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SINCE 1968 OCTOBER 21, 2022

Win! Medicare Open Enrollment Period Lasts Oct. 15-Dec. 7



HICAP Outreach News Release

SACRAMENTO COUNTY, CA (MPG) - Medicare's Open Enrollment period begins Oct. 15 and ends Dec. 7. During that period, Medicare recipients are allowed to change their



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Zombie Bike Ride: A Halloween Festival

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National Railfair Returns



Council Considers Funding Requests for Public Services

Story by Shaunna Boyd

CITRUS HEIGHTS, CA (MPG)

THE NEWS

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VOLUME 41 • ISSUE 42 Serving Rio Linda, Elverta and Sacramento County OCTOBER 21, 2022

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RIO LINDA BEATS MESA VERDE



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Fox Surprises Breast Cancer Survivors



Sacramento Kings guard De'Aaron Fox and breast cancer survivors with their families pose for a photo in front of the Sacramento Metro Fire Cancer Engine on Friday, October 7 in Sacramento. Photo courtesy of the Alisa Avares Breast Cancer Foundation.

California Takes Action to Combat Illicit Cannabis Growers

CDFW News Release

SACRAMENTO, CA (CDFW) - Taking aggressive action to protect consumers and the environment alike, Gov. Newsom has directed the creation of a multi-agency, cross-jurisdictional task force designed to better coordinate state agencies combat illegal cannabis operations and transnational criminal organizations. This new "L-Cannabis Enforcement



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West Sacramento News Ledger

VOLUME 58 • ISSUE 42 Serving the West Sacramento Region Since 1964 OCTOBER 21, 2022

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FOX SURPRISES LOCAL CANCER SURVIVORS



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West Sac Gets Block Rocked!

\$325,000 Invested in Community through Habitat for Humanity



Yolo County Librarian Accepts New Role



Yolo County Librarian Mark Fink has accepted a new role as the Executive Director of Anythink Libraries. Courtesy

Carmichael Times

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De'Aaron Fox surprises local breast cancer survivors

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SACRAMENTO, CA (MPG) | By Shaun Holkko, sports editor

SACRAMENTO, CA (MPG) – Sacramento Kings sixth year guard De'Aaron Fox recently partnered with the Albie Aware Breast Cancer Foundation to surprise local breast cancer survivors.

Fox and Albie Aware were joined on the surprise squad by Kaiser Permanente and the Sacramento Metropolitan Fire District on October 7.

“The Sacramento Kings, Kaiser Permanente, Metro Fire and Albie Aware have come together to celebrate breast cancer survivors,” said Courtney Quinn, breast cancer survivor and executive director of [Albie Aware Breast Cancer Foundation](#). “Also, we are creating awareness as many individuals missed their breast cancer screenings throughout the pandemic and Albie Aware is here to provide this support in the greater Sacramento area.”

According to Albie Aware, Sacramento County has a higher death rate due to breast cancer than state and national averages. Additionally, the county did not reach its Healthy People 2020 goals for mammograms in the past two years for women ages 50-74.



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Sacramento Kings guard De'Aaron Fox and breast cancer survivor Courtney Quinn pose for a photo on Friday, October 7 in Sacramento. Photo courtesy of the Albie Aware Breast Cancer Foundation

RELATED: [Kings find needed sharpshooters in Huerter and Monk](#)



“A cancer diagnosis can be life-changing for so many, and Kaiser Permanente South Sacramento is committed to providing our patients with high-quality, compassionate care,” said Claudia De Young, MD, an internal medicine physician at the Kaiser Permanente South Sacramento Medical Center, who also runs the breast clinic and breast cancer survivorship program. “We are proud to partner with Albie Aware as we support our patients on their breast cancer journey, and provide them with this joyful, fun experience.”

In recognition of Breast Cancer Awareness Month, Fox and the crew surprised breast cancer survivors with tickets to the Kings Breast Health Awareness game against the Los Angeles Lakers on October 14. Fox arrived on the scene in Metro Fire’s Cancer Engine, which was covered in pink and blue to raise awareness of breast and prostate cancer.

“We are honored and proud to work alongside the Sacramento Kings and Albie Aware to honor these breast cancer survivors,” said Sacramento Metro Fire Captain Parker Wilbourn. “The Sacramento Metro Fire Cancer Engine is a 46,000-pound billboard traveling throughout Sacramento County raising awareness and reminding everyone to get their breast and prostate cancer screenings.”

RELATED: [‘Speak on it,’ Mike Brown is ‘here to win’](#)

Breast cancer is a personal subject for Fox, whose mother Lorraine was diagnosed with the disease in 2000 when he was only 2 years old. Now today, Lorraine is celebrating over 20 years as a survivor and her son is making a significant impact in his community both on and off the court.

“It’s great to be out here, just to see all of these smiling faces,” Fox said Friday. “Not only the moms, but the kids, the husbands – everyone who is out here to support them. It’s definitely a great day.”

Inspired by his mom’s perseverance, De’Aaron and his family established the [Fox Whole Family Foundation](#) to help women whose lives have been affected by breast cancer and to strengthen the leadership skills of underprivileged youth. Albie Aware and Fox’s foundation have partnered to provide financial assistance to individuals dealing with breast cancer across the greater Sacramento region.

To learn more about both foundations, visit albieaware.org and deaaronfox5.com/fox-whole-family-foundation.



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Sacramento Kings guard De’Aaron Fox chats with breast cancer survivor Deanna Fernandez on Friday, October 7 in Sacramento. Photo courtesy of the Albie Aware Breast Cancer Foundation