



NEWS RELEASE

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DEBARTOLO FAMILY FOUNDATION HONORS FORCE WITH \$25,000 AND THE SPIRIT OF HUMANITY AWARD

Tampa, Fl. (April 7, 2008) – FORCE: Facing Our Risk of Cancer Empowered is a national non-profit organization based in Tampa, Florida whose mission is to improve the lives of individuals affected by breast and ovarian cancer. The DeBartolo Family Foundation recognizes the dedication and support that FORCE provides for women who suffer from these cancer-related diseases, by honoring the organization with a \$25,000 donation along with the *Spirit of Humanity Award*.

Located in New Tampa, FORCE was established in 1999 to address the need for peer support and resources for women affected by breast and ovarian cancer syndrome and for those concerned about cancer risk. In 2000, the 501(c) 3 organization expanded their mission to include education, awareness, and outreach specific to hereditary breast and ovarian cancer. What began as a small internet entity has grown to a nationally known non-profit organization. The organization provides resources to help people determine whether they are at high risk for cancer due to genetic predisposition, family history, or other factors. FORCE is a true grass roots organization that provides life saving medical and scientific information to women who are concerned with the risk of cancer.

“The DeBartolo Family Foundation is pleased to recognize FORCE as a local organization that not only makes a significant difference in our Tampa Bay community but also on a national basis as well. The awareness that FORCE provides for women and their families, who suffer from these cancerous diseases, will save lives and we are proud to support their many initiatives.” said Lisa DeBartolo, Executive Vice President, DeBartolo Holdings, LLC.

“FORCE is honored to be recognized with the Spirit of Humanity Award. Founded in 1999, FORCE has dedicated our full efforts towards providing life-saving information and advocating for the hereditary cancer community.” states Debbie Sokolov, Director of Development - FORCE. “Although our accomplishments have been great, we have been limited in our scope of services by funding constraints. The awareness and funding provided by this award will allow us to continue saving lives for another year. FORCE is such a grass roots organization that the SOH award provides a substantial impact on our financial stability in order to allow us to continue our mission.”

For more information on FORCE, please call Debbie Sokolov at 727.871.0366 or visit their website at www.facingourrisk.org.

The DeBartolo Family Foundation is a not-for-profit corporation created by the members of the Edward J. DeBartolo, Jr. family to benefit local communities. The Foundation annually awards scholarships to high school students, provides grants to individuals and organizations with exceptional requirements, and presents the Spirit of Humanity Award, honoring non-profit, grass roots organizations that provide extraordinary assistance to Tampa Bay residents with special needs. For more information, visit the foundation’s website at www.debartolofamilyfoundation.com or call the Foundation office at 813.964.8302.

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(Note: Attached photo: DeBartolo Family Foundation Presents Spirit of Humanity Award to FORCE. Shown: (From Left) Debbie Sokolov, Director of Development, FORCE, James Paul, Treasurer, FORCE, Lisa DeBartolo, Executive Vice President, DeBartolo Holdings, LLC, Sue Friedman, Executive Director, FORCE and Dr. Rebecca Sutphen, Board of Directors, FORCE).