



Lavallette Municipal
Alliance

THE Tone
Foundation

Release: June 26, 2008
Contact: Robert Agliata
732-854-2779
tone@njmusicman.com

**The Music Man Singing Ice Cream Shoppe and The Tone
Foundation together with Lavallette's Municipal Alliance
Holds 5th Annual Breast Cancer Walk**

“Working Together to Lick this Disease”

LAVALLETTE – Breast cancer will strike more than 200,000 times this year and claim more than 40,000 lives, according to the American Cancer Society. But The Music Man Singing Ice Cream Shoppe and hundreds of walkers are doing something about it.

Together, with The American Cancer Society's, Making Strides Against Breast Cancer, The Music Man Singing Ice Cream Shoppe is holding its fifth annual 2-mile breast cancer walk, “Together, We Can Lick this Disease,” on Sunday, August 3, 2008 throughout the Lavallette community. This year, The Lavallette Heritage Committee, Merrill Lynch, The Music Man and Sessa Design are the current sponsoring partners as Lavallette Municipal Alliance and The Tone Foundation searches for other partners.

Beginning at The Music Man, located at 2305 Grand Central Ave., registration starts at 8:00 a.m., and the Walk at 8:30 a.m. Pre-registration is suggested at The Music Man. There is a \$20 registration fee, which includes a t-shirt, water bottle, pledge form and a map of the Walk down the Lavallette boardwalk, as well as important phone numbers to resources. Afterwards, walkers are welcomed back to The Music Man for refreshments and free scoops of ice cream. There is also an alternate route available for those who are unable to walk the entire 2 mile.

-more-

“Breast cancer is a disease that has robbed families of mothers, grandmothers, daughters, sisters and friends. Breast cancer affects so many women, that it will likely touch someone you know,” says Robert Agliata, owner of The Music Man, along with his wife Josephine Sessa-Agliata. “Our goal is to exceed 2007 when we had 706 walkers and have raised over \$70K in our four year history. We love that we get hundreds of people to walk to raise awareness and funds throughout the shore community for breast cancer research, patient services, education, and advocacy.”

Agliata, whose own mother was diagnosed with breast cancer twelve years ago, says that his mother’s survival is the inspiration for the Walk and for all women with breast cancer. “My mother is an twelve-year breast cancer survivor who is participating in the Walk and is encouraging others to do the same,” Agliata explains. “When my mom was diagnosed, it was the first time cancer hit our family so closely. She has always been a fighter, and because of her struggle and her strength, I’ve always wanted to do something to fight this disease, and donating money each year just wasn’t enough.”

Agliata says his mother, Antoinette Agliata, is also the motivation behind their idea to create a foundation for breast cancer research, called the “Create a Tone” Foundation. “The idea is to help find a cure for breast cancer and honor my mother at the same time.”

For now, this year’s Walk is intended to help bring the community closer together to fight this disease, Sessa-Agliata adds. “The first step is to raise awareness,” she says. “That’s our hope – we are taking to the streets to walk as one and make a difference in the lives of all women with breast cancer right here in the Lavallette area. We want this event to bring people together to stand up to breast cancer and help support life-saving research, education, advocacy, and patient and family services, while having a good time.

“And the Lavallette community has embraced us and the Walk. We have had support from the Lavallette Police, Mayor’s Council, Business Association, and the South Jersey chapter of the American Cancer Society.”

For more information about the Walk or The Music Man Singing Ice Cream Shoppe, call (732) 85-HAPPY (854-2779), or email tone@njmusicman.com. For more information about breast cancer or the American Cancer Society, call 1-800-ACS-2345 or visit its web site at www.cancer.org.