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FOR IMMEDIATE RELEASE
Peoria Businessman Wages Viral Grassroots Battle Against Cancer.

September 20, 2010 - Peoria, IL - - If you ask Todd Zessin's clients and colleagues in Peoria about his reputation, they'll share the story of a professional, charismatic businessman who takes pride in his community, family and friends. But if you ask Todd's close friends and family about him, they will tell you that he is the most determined fighter they've seen. That's because just 7 years ago, Zessin battled a sneaky opponent, in the fight for his life: Testicular Cancer.

Nearly 7 years later and cancer free today, Zessin has committed himself to sharing his story to all that will listen, in hopes of saving lives and raising awareness. As the face of the local grassroots extension of the National LIVESTRONG Foundation, Zessin champions the awareness of various forms of cancer, but most dear to him, testicular cancer. With more than 28 million people living with cancer in the U.S., Todd is still amazed by how few discuss the risk of testicular cancer, especially since it is the most common cancer affecting men between the ages of 25 and 35.

On October 2, 2010 from 9:00 a.m. - 1:00 p.m., Zessin will kick-off Central Illinois' First Annual LIVESTRONG Peoria Day at the East Peoria Festival Building. That date also marks the 14th anniversary of Lance Armstrong's cancer diagnosis. In addition to October serving as breast cancer awareness month, Zessin believes that celebrating LIVESTRONG Day will help raise awareness of equally critical forms of cancer. LIVESTRONG Day will also serve as an opportunity for LIVESTRONG Foundation and Be The Match Registry to join forces for the first time in Peoria history. On LIVESTRONG Day, attendees can join the Bone Marrow Registry, in hopes to help patients in need of life-saving bone marrow transplants.

To support LIVESTRONG Peoria and the millions living with cancer today, please visit: <http://www.bethematchfoundation.org/goto/livestrongpeoria> . For more information on Peoria's LIVESTRONG Day, please contact Todd Zessin at todd.zessin@pearltechnology.com or visit www.livestrongpeoria.com. LIVESTRONG Day is in need of financial and in-kind donations. Proceeds from the event will help to add more donors.

LIVESTRONG Facts:

- This year, cancer is projected to become the leading cause of death worldwide. LIVESTRONG Day is an opportunity for people from all walks of life to work toward the common goal of ensuring that the 28 million cancer survivors around the world have the information, resources and support they need to live with strength and dignity.
- Together, we can make real progress toward a world without cancer. You can support our fight to improve the lives of people affected by cancer.

Join the LIVESTRONG Movement at
www.LIVESTRONG.org

Be The Match Facts:

- Be The Match offers people the unique opportunity to help a patient by donating bone marrow or umbilical cord blood. Thousands of patients with leukemia and other life-threatening diseases depend on the Be The Match Registry to find a match.
- Be The Match Foundation provides financial assistance for patients who need help with treatment costs, funds medical research to keep advancing transplant science and adds more donors to Be The Match Registry®,

Learn more about Be The Match at
www.BETHEMATCH.org