



**American
Red Cross**

Media Alert **MEDIA ALERT**

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Pinnacle Perks Sponsors Disaster 5K Walk/Run to Raise Money for American Red Cross Volunteer Training and Disaster Relief Efforts



Hyannis, Mass, August 31, 2011 -The American Red Cross, Cape Cod and Islands Chapter, is pleased to announce that Pinnacle Perks is a platinum sponsor of Disaster 5K to be held on October 15, 2011.

Pinnacle Perks is a program designed to improve your healthcare when you obtain medically-necessary and other discounted services. You gain points just for using our high quality, cost-effective providers. You can participate whether insured or uninsured. Pinnacle Perks was developed to make choosing a quality provider fun. You can review and collect points for each visit you make that you can redeem for various merchandise and services. To learn more, go to www.pinnacleperks.com or call Bob Sheehan at 508- 888-0788 for additional information.

The Disaster 5 K will be held on October 15th, 2011, Rain or Shine. Registration starts at 8:00 and the Walk/Run starts at 9:15 am at the Hyannis Village Green. The Disaster 5 K Walk/Run is organized by and for Red Cross Disaster volunteers across Cape Cod.

The race will begin and end at the Hyannis Village Green. There will also be a race for children to participate in at the Village Green, while runners and walkers are on the course.

Proceeds of the run will benefit American Red Cross, Cape Cod and Islands Chapter Disaster Relief Efforts.

Cape Cod's very own bachelor, Chris Lambton, and Kathy Curran of CBS News will be participating in the event. DJ Cool of Cool 102 will provide the music.

Sign up before September 15th, 2011 for \$25. Registration afterwards will be \$30.

For more information about the event or to register online, form a team or for individual registrations, please visit the Disaster 5K Walk/Run website, american.redcross.org/capecod5k

For more information, contact American Red Cross, Cape Cod and Islands Chapter, 286 South Street, Hyannis, MA 02601, (508) 775-1540 ext. 21 or email disaster5kfundraiser@cciredcross.org

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