



For Immediate Release
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AMERICAN CANCER SOCIETY PARTNERS WITH THE MALL AT BAY PLAZA TO HOST 1ST ANNUAL RUN TO RAISE FUNDS FOR CANCER RESEARCH

The Bronx, New York – As we close upon **Colorectal Cancer Awareness Month**, The Mall at Bay Plaza will host the first ever 5K Run/Walk to benefit programs at the American Cancer Society of The Bronx.

This timed 5k run/walk will travel through the beautiful streets of Bay Plaza and will engage many stores on the property to participate with employees.

Participants will enjoy snacks, activities, cancer information and live music throughout the morning. Awards for fastest runners and top fundraisers will also be presented immediately following the run.

“It is so important to provide a platform where Bronxites can stay active and learn about lifesaving information. Our partnership with the American Cancer Society does just that. We are excited to present this event in conjunction with the community and hope to raise funds for lifesaving research and local programs for in The Bronx,” says Maranda Ashkar, Director of Mall Management.

“Colorectal Cancer awareness continues to be a priority for The American Cancer Society, partnerships such as this one, allows us to communicate with constituents in our local area to educate them on early detection and screening resources. We are thrilled to be able to do just that with The Mall at Bay Plaza,” said Lizzette Dorado, NYC Community Development Director at American Cancer Society.

Date: Sunday, March 31, 2019

Time: 8am registration | 9am kick off

Location: The Mall at Bay Plaza, 200 Baychester Avenue – JC Penney Lot

Event Contact: Luis Heredia 212.237.3835 or email luis.heredia@cancer.org

For more information and to sign up to participate on www.acsdetermination.org/bayplaza5k