

**For Immediate Release** **Media Contact:** Mary Kenealy

mary@marykenealyevents.com

941-374-6026

**Tune in for the Inaugural Dick Vitale Telethon to Benefit The V Foundation for Cancer Research on May 6th**

*Proceeds to Benefit Pediatric Cancer Research and Related Programs through The V Foundation*

**(Sarasota, FL)—** Dick Vitale, Hall of Fame ESPN Broadcaster, will take his message to the airwaves on SNN, the Suncoast News Network, on May 6th to raise funds for pediatric cancer research through The V Foundation for Cancer Research. A line up to include the SNN anchor team, celebrities and special guests will stop by the set, which will be stationed in the lobby of the Herald Tribune building, where SNN studios are located, at 1741 Main Street in downtown Sarasota.

“I want to send my sincere thanks to Ray Cole, President of Citadel Communications, for giving us this avenue to raise dollars for kids battling cancer”, Vitale expressed, “plus also providing a fantastic opportunity for great visibility for The V Foundation.”

Viewers can tune in to channels 6/400 (Comcast), 26/526 (Verizon FiOS) or over-the-air on Channel 39 from 7am to 7pm on May 6th for special live half hour segments of telethon programming at 9am, 12pm, 3pm and 6:30pm, with 5-minute cut-ins throughout the day. If you prefer, join us and watch the broadcast LIVE from Main Street, New York City-style, with interviews and activities ongoing. Meet Dickie V and try a few free throws or watch some of the pros take the shot.

Community events like the telethon and The Annual Dick Vitale Gala have raised more than $12.7 million for pediatric cancer research in the past nine years. The V Foundation for Cancer Research proudly awards 100% of direct donations to cancer research and related programs.

Raffle tickets for a 2015 Mercedes-Benz E-400A Polar White Convertible Cabriolet will be available at the event. Only 1,500 tickets will be sold. Tickets for the raffle are offered at a suggested $100 minimum donation. The drawing will take place at the Gala on Friday, May 15, 2015. Raffle winners do not need to be in attendance for the drawing. If interested in purchasing a raffle tickets, visit [www.jimmyv.org/vitaleraffle2015](http://www.jimmyv.org/vitaleraffle2015).

For more information, please visit www.snntv.com or contact Mary Kenealy Events at 941-350-0580.

**About The V Foundation for Cancer Research**

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has funded more than $115 million in cancer research grants nationwide. It awards 100 percent of all direct cash donations to cancer research and related programs. Due to generous donors, the Foundation has an endowment that covers administrative expenses.  The Foundation awards peer-reviewed grants through a competitive awards process strictly supervised by a Scientific Advisory Committee. For more information on The V Foundation or to make a donation, please visit [www.jimmyv.org](http://www.jimmyv.org" \t "_blank).

###