
NEWS RELEASE



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FOR IMMEDIATE RELEASE

BUSINESS COMMUNITY GETS ON BREEDERS' CUP WELCOME WAGON *Overwhelming Support of Street Banner Program to Bring Day of World Championship Horse Racing to Families of Seriously Ill Children*

LONG BRANCH, NJ, October 17, 2007 — Breeders' Cup banners are flying high at several prominent locations in Long Branch — courtesy of the city's business community, whose efforts will also lift the spirits of families of seriously ill children who will enjoy a day at the world championship races.

By sponsoring a total of 42 officially sanctioned Breeders' Cup banners, Greater Long Branch Chamber of Commerce members have been awarded 10 tickets to the crowning event of horse racing, to be held on October 26 and 27 at Monmouth Park Racetrack. In turn, the tickets will be donated through the chamber to The Valerie Center at The Children's Hospital at Monmouth Medical Center and the Ronald McDonald House in Long Branch.

"We are extremely appreciative to those businesses that are supporting the Breeders' Cup Banner Program. It's our way of putting out the welcome mat to the thousands of visitors who will come to the greater Long Branch region for a weekend that showcases thoroughbred racing at the highest level of international competition," says chamber president Kay Guadagno.

"Equally as important, their generosity also makes it possible for a handful of families of children with serious health problems to attend the racing event for a well-deserved day of fun and relaxation," adds Guadagno, who serves as administrative director of Community Health Education and Community Relations at Monmouth Medical Center, an affiliate of the

Saint Barnabas Health Care System. “We are delighted to share in the excitement of the 2007 Breeders Cup in this truly special way.”

The Valerie Center, which is part of The Children’s Hospital at Monmouth Medical Center, provides comprehensive medical services to children, adolescents and young adults (from birth to age 21) with leukemia and other cancers, and blood disorders. Monmouth is among seven hospitals in the tri-state area of New Jersey, New York and Pennsylvania that is part of The Valerie Fund Children’s Centers for Cancer and Blood Disorders, one of the nation’s largest and most advanced pediatric oncology/hematology networks, providing care to more than 5,000 children with cancer and blood disorders each year.

Ronald McDonald House, located on Bath Avenue, provides families of seriously ill children undergoing treatment at area hospitals with a comfortable and supportive place to stay. While the house is among 245 such facilities in 28 countries that is part of the internationally recognized Ronald McDonald House Charities, it is operated autonomously through the generous support of its local community.

The Breeders’ Cup colorful street banners, each bearing the sponsor’s name and hometown, have been unfurled along Ocean Boulevard, throughout Pier Village and at Ocean Place Resort & Spa. In addition to the Greater Long Branch Chamber of Commerce, individual sponsors include: Monmouth Medical Center, Avenue, Le Club@Avenue, Pier Village, the Broadway Center, RSI Bank, Atlantic Eye Physicians, Central Jersey Bank and the City of Long Branch.

The Breeders’ Cup Banner Program, which was offered to businesses and organizations in Monmouth County, was spearheaded by the Breeders’ Cup Host Committee. The \$23 million racing event is expected to draw some 40,000 spectators to Monmouth Park in Oceanport, which is hosting the 24th running of the event for the first time.

Capping a monthlong celebration in Monmouth County of the Breeders’ Cup, the Greater Long Branch Chamber of Commerce will also sponsor the FanFest Fireworks Finale on Saturday, October 27. To be held in cooperation with Ocean Place Resort & Spa and McLoone’s Pier House, the display will be presented at dusk on the beach at Pier Village.