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DETROIT PISTONS, FUZE BEVERAGES AND MEIJER TEAM UP FOR MONTH OF BREAST HEALTH AWARENESS ACTIVITIES

The Detroit Pistons, along with sponsor FUZE, dedicate Pistons pre-season games to raising funds for the 2011 Susan G. Komen Detroit Race for the Cure by offering special ticket offers. The last pre-season game at The Palace of Auburn Hills on Oct. 22 vs. Memphis Grizzlies will also offer a donation center, recognize breast cancer survivors and continue the ticket special with a donation kick back from each ticket sold.

“The Pistons and our partner FUZE are proud to be contributing to this important cause,” says Dan Hauser, executive vice president of Palace Sports & Entertainment. “With our ticket offer and elements in-arena that night, we hope the public will join us in our efforts to help raise money for Susan G. Komen.”

The Pistons designated three pre-season games as breast health awareness nights. Fans can choose from Friday, Oct. 8 vs. the Milwaukee Bucks at 7:30 p.m., Monday, Oct. 11 vs. Atlanta Hawks at 7:30 p.m. or Friday, Oct. 22 at 7:30 p.m. vs. Memphis Grizzlies. Tickets are just \$10 for upper-level tickets or \$30 for lower-level seats with \$5 from each ticket being donated to the 2011 Susan G. Komen Detroit Race. Visit *Pistons.com* call (248) 377-0100 or visit The Palace box office to take advantage of these special ticket offers.

During the Oct. 22 breast health awareness night, a “donation center” will be set up on The Palace concourse where fans and supporters can make additional donations to the 2011 Susan G. Komen Detroit Race for the Cure. With a \$5 donation fans receive a coupon for a free bottle of FUZE and for a \$10 donation fans receive a coupon for a free bottle of FUZE plus a ticket to a future Pistons home game.

The Pistons-Palace Foundation also supported the Detroit Race for the Cure by sponsoring the annual Pretty in Pink Award which recognizes the team with the most survivors. The 2010 Pretty in Pink winning team, “Wayne Cares Breast Cancer Survivors,” will be honored at halftime of the Oct. 22 Pistons pre-season game.

Also, shoppers can stop in at select Meijer locations on Sunday, Oct.10 across the Greater Detroit area to sample FUZE Empower and receive two free pre-season tickets to any of the Pistons pre-season games listed above while supplies last. For a complete list of participating Meijer locations, please visit http://www.nba.com/pistons/promotions/fuze_meijer.html.

PNC, one of the nation’s largest financial holding companies, is the presenting sponsor for the Detroit Pistons. For more information about PNC, please visit www.pncbank.com.

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