



September 14, 2007

Contact: Jean Heyer
Minnesota Ovarian Cancer Alliance
952/890-8775
jheyer@mnovarian.org

Katherine Roepke
Roepke Public Relations
612/677-1717
ksroepke@roekepr.com

***A TOAST TO LIFE CELEBRATES THE LIVES
OF TWO EXTRAORDINARY WOMEN***

Minneapolis – In 2002, family members and friends of Merle and Jill Rosenberg decided they wanted to do something significant to show their support for this mother and daughter who had both been diagnosed with ovarian cancer just ten months apart. The group came up with the idea of A Toast to Life, a party to raise funds for Minnesota Ovarian Cancer Alliance's (MOCA) research grant program.

This year, the event is being held on Sunday, October 14 at the Varsity Theater at 1308 Fourth Street in Minneapolis (near the University of Minnesota campus, in Dinkytown). It will be the first time that neither Merle nor Jill will be there. Merle passed away in September of last year and Jill passed away on August 17. Nevertheless, the Rosenberg family and friends want the event to continue and strongly encourage others to join them.

"A Toast to Life has been a wonderful tribute to two incredibly committed ovarian cancer fighters," states the family. "Merle and Jill were dedicated to raising awareness about ovarian cancer and to raising money to further research surrounding the disease. Although it will be a difficult event this year for our family, we will continue to honor our mother, sister, daughter, wife by carrying out their mission. We are grateful for all those family members, friends and people from the larger community who participate in A Toast to Life."

The event will feature sumptuous heavy appetizers and delicious desserts prepared by the Loring Pasta Bar. Guests will have the chance to get a henna tattoo, have their palms read and participate in the magic of Matt Dunn. In addition, there will be a live auction and – new this year -- the silent auction will be conducted online. Anyone can bid on items by going to the home page of MOCA's website: www.mnovarian.org and clicking on the link under A Toast to Life.

Over the past five years, this event has raised \$295,000 for MOCA's research grant program, which is dedicated to advancing ovarian cancer research toward earlier detection, better treatment and a cure. The funds raised from A Toast to Life have helped MOCA award \$1.7 million in just seven years.

In the face of illness, Merle and Jill chose to live life to the fullest and do everything they could to raise awareness of the disease so that no other women would have to travel their same path. Merle served as Co-President of MOCA's board of directors from May 2005 until the time of her death. Jill co-founded and co-facilitated MOCA's Young Survivor Network.

"MOCA has benefited in so many ways by the involvement of Merle and Jill," explains Kathleen Gavin, MOCA's Executive Director. "They transformed their personal fight against ovarian cancer into a public effort to help all women and to raise funds for research. Continuing to support A Toast to Life is the best way I can think of to pay tribute to two incredibly women determined to make a difference."

Tickets for the event, which begins at 6pm, are \$75 in advance and \$85 at the door, subject to availability.

For more information, visit www.mnovarian.org or call MOCA, 612/822-0500.

About Minnesota Ovarian Cancer Alliance

Founded in 1999 by a small group of ovarian cancer survivors, **Minnesota Ovarian Cancer Alliance (MOCA)** funds ovarian cancer research in Minnesota, raises awareness of the disease and provides support to women with ovarian cancer and their families. In just seven years, MOCA has awarded \$1.7 million for ovarian cancer research.

###