

**For Immediate Release
Del Mar, CA 11/4/10**



DEL MAR™
VILLAGE ASSOCIATION

P R E S S R E L E A S E

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**Help Downtown Del Mar Paint The Town Pink
Downtown Village First Official Stop of Breast Cancer 3Day Walk**

For Immediate Release

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Del Mar – November 4, 2010 – The Del Mar Village Association (DMVA) is proud to host the first official cheering station of the San Diego Breast Cancer 3 Day Walk. The fundraising walk, which starts Friday morning, November 19th at the Del Mar Fairgrounds involves over 4,000 participants walking up Coast Boulevard to 15th Street and right on Camino Del Mar/Pacific Coast Highway 101 through downtown Del Mar between 7:30am and 9:00am.

The DMVA is asking downtown Del Mar merchants, community members and residents to donate bottled water that will be given out to walkers as they come through the City. Bottled water needs to be dropped off At En Fuego by **Thursday, November 18**.

The DMVA is also encouraging everyone downtown to decorate in pink all along Camino Del Mar the morning of November 19th in support of the walkers as they make their way through downtown. Plans are underway for a hometown pep rally to take place involving Torrey Pines High School students, local businesses and residents and Del Mar lifeguards and firefighters in support of the 3Day Walkers. Everyone is asked to lend their support in making Del Mar one of the most memorable cheering stations during the breast cancer fundraising walk.

WHAT YOU CAN DO

Donate bottled water and deliver by November 18th to En Fuego Cantina and Grill, 1342 Camino Del Mar and come out to Camino Del Mar all in pink and cheer the walkers from 7:30am – 9am (Meet at En Fuego Cantina and Grill, 1342 Camino Del Mar)

The Del Mar Village Association (DMVA) is a non-profit organization made up of Del Mar residents, business owners and property owners who are dedicated to working together to enhance the vitality of the Village while preserving the community's history and unique character.

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