



WHAT Brother and sister duo Rashad and Rashanda McCants will host their Third Annual “Shoot For The Cure” at the Bele Chere Festival - the largest free outdoor street festival in the Southeast- held in Asheville, North Carolina. Contestants will have the opportunity to take a half-court shot for a chance to **win \$10,000**, with proceeds benefitting Breast Cancer research and awareness.

WHEN Friday, July 24th thru Sunday, July 26th, 2009

WHERE Downtown Asheville at the Bele Chere Festival – Near Coxe Avenue Stage

WHY Rashad began his annual “Shoot For The Cure” event in 2007 as a means to help breast-cancer related charities in the Asheville area. His sister Rashanda, who was recently drafted by the Minnesota Lynx, will also host the event this year. Their mother Brenda is a breast cancer survivor who received her treatment in Asheville and is a volunteer with The Sisters Network Inc. - a group committed to raising breast cancer awareness in the African-American population. As the McCants Family is committed to helping the local community, this year’s proceeds will benefit and raise awareness for The Sisters Network Inc. as well as other local charities.

WHO Bele Chere Festival Attendees

Number of Participants: Open to as many as possible per time allotted (est. 3,000)

Contest is open to any age participant*

EVENT FORMAT Attendees will pay for the chance to make a half-court shot, which qualifies them for Sunday’s final shoot-out round worth \$20,000!

Every participant will win a prize, and those who make a qualifying half-court shot will also receive a limited edition Shoot For The Cure T-shirt!

Kids will be able to play Pop-a-shot for fun prizes donated by the NBA, WNBA and Nike.

There will also be signed items and memorabilia for raffle daily, with proceeds benefitting Sisters Network Inc.

Preliminary shoot-out round rules:

Each participant will have the opportunity to make a half-court shot per paid visit during contest hours on Friday, Saturday and Sunday. Participants can enter multiple times to attempt the shot, but may only qualify once. Once qualified, they must return during Sunday’s final round to have a chance at \$20,000.

Sunday’s final round – Each participant will have one (1) attempt to make a half-court shot to win the prize.

Bele Chere is an annual downtown street festival benefiting the local economy while celebrating the unique culture and diversity of Asheville. For more information, visit www.belecherefestival.com

Please visit www.rashadmccants1.com for more information

* Excludes individuals who are current or former professional or NCAA Intercollegiate basketball player or NCAA Intercollegiate Basketball player that has played in a High School Varsity basketball game or NCAA Intercollegiate Basketball game within the past 5 years.