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Bradley Family Day Breakfast is Most Important Meal of the Day

Windsor Locks, Connecticut – March 16, 2010 – When the Sheraton Bradley Hotel serves up its delectable breakfast buffet from 7:30am to 9:00am on the morning of Thursday, March 25, attendees will get more than a delicious meal. Breakfast-goers will know they have helped some of the most deserving kids on the planet. Proceeds from the 11th Annual Kick-off Breakfast hosted at the Sheraton by Bradley Family Day, Inc., will benefit the seriously ill children of Connecticut's own Hole in the Wall Gang Camp for children with cancer, sickle cell anemia, HIV/AIDS and other life-threatening illnesses and conditions. Generously sponsored by The Simon Konover Company & Bob and Jane Coppa, the Kick-off Breakfast brings together the people and companies that help out with Bradley Family Day's two other signature events during the year that benefit the Camp: Space & Aviation Day in August and The Not-So-Snooty Beer, Wine and Cheese Tasting event in November.

In addition to the breakfast buffet, the Kickoff Breakfast event features Guest Speaker and Hole in the Wall Gang Camp Board Member Melissa S. Newman, daughter of the Camp's founder and a short presentation on the Camp and its success stories. A raffle, including such items as Continental Airlines tickets, weekend getaways and gift items, will round off the event. Tickets cost \$25 each and include complimentary parking in the "airport" garage and short-term parking lots. Tickets are available at the door or purchase them in advance by contacting Deb Donahue at (860) 627-3116 or Deb.Donahue@theparadiesshops.com or Kathy Maznicki at (860) 386-2614 or kmaznick@travelers.com.

About The Hole in the Wall Gang Camp

Founded in 1988 by Paul Newman, The Hole in the Wall Gang Camp in Ashford, Connecticut is a nonprofit, residential summer camp and year-round center serving children and their families coping with cancer and other serious illnesses and conditions. Through its Camp programs, ongoing outreach to hospitals and clinics, and other services for children, families and caregivers, the Camp serves more than 15,000 children annually. All of the Camp's services are provided free of charge. For more information, see www.holeinthewallgang.org.

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