



Woodloch Resort to Host 12th Annual “A Night for the Cure”

Benefitting Susan G. Komen for the Cure of NEPA raising funds and awareness for the fight against breast cancer

Hawley, PA, September 19, 2019 - On Sunday, October 20, 2019, Woodloch Pines Resort, an all-inclusive resort in Pennsylvania’s Pocono Mountains, will host the 12th Annual *A Night for the Cure*. The tricky-tray fundraiser benefits Susan G. Komen Greater Pennsylvania as part of BK Hope Cures. Originally established 20 years ago by Bob Kiesendahl (BK), co-owner of Woodloch and leukemia survivor, the organization’s mission is to raise awareness and funds in the fight against cancer.

Last year’s event sold out, attracting more than 500 attendees and raising over \$21,000, 100% of which benefits Susan G. Komen for the Cure. 50% of the dollars raised stay right here in Pennsylvania for education, screening and treatment grants, and 50% goes towards cancer research.

Held in the Heritage Nightclub at Woodloch Pines from 5 to 8 PM, the family-friendly evening will feature over 150 items donated by local individuals and businesses, as well as wine and beer tastings, chair massages, face painting for children, hors d’oeuvres, a dessert table, and a 50/50 raffle. Guests will enjoy live entertainment and have the chance to win dining gift certificates, unique gift baskets, and overnight stay packages at the area’s leading resorts and hotels. Admission costs \$10, and 100% of the proceeds are donated. The dress code is casual, and attendees are encouraged to wear pink in support of the cause.

“It’s a wonderful night to get together with friends, show our support for the survivors, and raise money for the cause. We’re now in our 12th year, and the event just continues to get better and better! We are extremely grateful to the local businesses and individuals who donate their time and talents to make *A Night for the Cure* spectacular. All of this hard work and generosity is truly making a difference in the battle against cancer,” said Bob Kiesendahl.

In addition to *A Night for the Cure*, Hope Cures also holds two other fundraising events each year, which include both a golf tournament and a 5K run/walk. During the past 20 years, Hope Cures has raised over \$1.2 million. These funds benefit cancer research and patient care at several worthy facilities and foundations.

For more information about Hope Cures and this October’s great event, please visit: www.bkhopecures.org/trickytray. Additionally, table and room reservations can be arranged by calling Woodloch Resort at 570-685-8002.