



## **Woodloch Resort to Host 15th Annual “A Night for the Cure”**

Benefitting The Penn State Institute’s Breast Cancer Research and Patient Care Programs

**Hawley, PA, September 25, 2023** - On Sunday, October 22, 2023, Woodloch Pines Resort, an inclusive resort in Pennsylvania’s Pocono Mountains, will host the 15<sup>th</sup> annual *A Night for the Cure*. The tricky-tray fundraiser benefits The Penn State Cancer Institute (PSCI) as part of BK Hope Cures. Originally established 24 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.

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, 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 \$15, and 100% of the profits benefit The Penn State Cancer Institute breast cancer research and awareness efforts. The PSCI is a leading cancer facility centrally located in Hershey, PA. The dress code is casual, and attendees are encouraged to wear pink in support of the cause.

Last year, over 400 people attended and more than \$23,000 was raised! “Each year, *A Night for the Cure* continues to grow and improve. It’s a special evening to raise money for a very important cause, demonstrate our solidarity with survivors, celebrate with friends and even win some fantastic prizes. We extend our heartfelt appreciation to the local businesses and individuals who generously contribute their time and skills to create this exceptional event,” 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. Over the past 24 years, Hope Cures has raised over \$1.5 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: <https://www.bkhopecures.org/tricky-tray/>. Additionally, table and room reservations can be arranged by calling Woodloch Resort at 570-685-8002.