



Media Release

For Immediate Release

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Ballantyne participates in Queen City in Pink

Charlotte, NC (October 12, 2007) Ballantyne “goes pink” in support of Breast Cancer Awareness Month. The kick-off occurred October 6th, as the annual Susan G. Komen Race for the Cure was held in uptown Charlotte.

In support of the cause, parts of Ballantyne Corporate Park and other businesses around Charlotte will be lit pink, using uplights with pink film to create a glow. The effort has been coined “*Queen City in Pink.*”

Alicia Bickett of Bissell explains that the buildings chosen for this awareness effort were because of strong influences of local doctors who work with breast cancer patients. Built in December 2004, the buildings stand proudly in Ballantyne Corporate Park with names that are quite meaningful.

The Hall Building was named after Dr. James Hall, a specialist in obstetrics and gynecology. Dr. Hall is a graduate of Medical University of South Carolina and completed his residency at Wright State University School of Medicine. He practices at Blumenthal Cancer Center.

The Frenette Building was built in honor of Dr. Gary Frenette, a hematology-oncology specialist where he practices at Carolinas Hematology Oncology Associates. Dr. Frenette is a graduate of University of Michigan, completing residency work at Duke University.

Horton Park was named after Dr. James Horton, whose specialty is infectious diseases. Dr. Horton is a graduate of Duke University, completing residency at the University of Florida.

All three doctors are associated with the Carolinas Healthcare System.

Queen City in Pink is a reminder to stay vigilant in the fight for a cure for breast cancer and is a tribute to breast cancer survivors and those who have been affected by or lost lives to the disease.

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