

## PRESS RELEASE

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## Comcast of Anne Arundel County Airs Hospice Cup Commercial to Promote 2008 Regatta

[ANNAPOLIS, MD] "The thrill. The action. The victory," – announces the 2008 Hospice Cup TV commercial created for Hospice Cup, Inc., which is being aired on all Anne Arundel County Comcast stations from September 1 through 26, 2008.

The 30-second spot promotes sailing for hospice for the annual regatta taking place on Saturday, September 27. The video was produced by Five Star Films, Inc., in partnership with Phillips Turner Communications, as a pro bono effort to promote the event and the hospice cause.

The Hospice Cup XXVII regatta raises funds for area participating hospices help to pay the expenses not covered by Medicare or private insurance. Hospices provide skilled compassionate care, comfort and dignity to the terminally ill, as well as bereavement counseling and support groups for their families and friends.

The Hospice Cup regatta commercial can be viewed online at <http://www.hospicecup.org/press.shtml>

**The annual Hospice Cup regatta** is a cooperative effort. It is organized by the all-volunteer Hospice Cup, Inc. (HCI) Board of Directors, an Executive Director, participating area hospices and hundreds of volunteers. The race is managed by Shearwater Sailing Club and assisted by Storm Trysail Club Chesapeake Station.

**The 2008 participating hospices include:** Hospice of the Chesapeake, Capital Hospice, Montgomery Hospice, and Community Hospices. Each hospice must meet the standards of the National Hospice and Palliative Care Organization.

The Hospice Cup race is sanctioned by the Chesapeake Bay Yacht Racing Association (CBYRA) and counts for CBYRA season-long High Point competition. Hospice Cup, Inc. is a 501(c)(3) non-profit organization chartered under the laws of the Commonwealth of Virginia, Maryland and the District of Columbia for the purposes of conducting a benefit yacht race and related events. Hospice Cup, Inc. is also a proud member of the National Hospice Regatta Alliance.

Additional information about the race can be found online at the official Hospice Cup web site [www.hospicecup.org](http://www.hospicecup.org).

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