



Contact: Rachel Schwartz/PR AdvantEDGE, Inc.  
310.990.2764  
[rachel@pr-a.biz](mailto:rachel@pr-a.biz)

**Green Day's Mike Dirnt & Brittney Cade Pritchard honored at 5<sup>th</sup> Annual Tower Cancer Research Foundation Cancer Free Generation Celebrity Poker Tournament; Scores of Celebrities to Attend Including members of Green Day, Guns 'N Roses, The Stray Cats, MMA Legends, Dancing with the Stars, Revenge, Backstreet Boys, Suits, Seal Team 6, Vanderpump Rules, Sports Stars & Many Others Will Gather To Bet Big to Beat Cancer on Saturday, September 8<sup>th</sup>, 2018 in Los Angeles**

Los Angeles, CA, September 5, 2018 – Brittney Cade Pritchard, breast cancer survivor and her husband, Mike Dirnt of the legendary band Green Day will be honored for their courageous example as a couple sharing their personal cancer journey in order to help others at [Tower Cancer Research Foundation's](#) (Tower) 5<sup>th</sup> [Annual Ante Up for a Cancer Free Generation Celebrity Poker Tournament and Casino Night](#) on Saturday, September 8, 2018. The tournament will take place at the Sofitel Los Angeles at Beverly Hills, Riviera 31, 8555 Beverly Blvd, Los Angeles, CA 90048. Dozens of stars from TV, sports, music and film will also join in to bet big to support talented young cancer researchers and change the future of cancer. Red carpet arrivals begin at 6:00 PM PST.

In May 2014, Mike Dirnt took to Facebook to publicly announce that his wife, Brittney Cade Pritchard, was being treated for breast cancer. Brittney and Mike went on to document their cancer journey, which included chemotherapy and nine surgeries, via Brittney's - @batmansmom -- and Mike's - @mike\_dossxx -- Instagram pages. Through social media, Brittney and Mike courageously discussed every step along the way, posting about the treatments, the hair loss and other side effects, and everything in between with tremendous dignity, grace and mettle. By openly sharing their family's very personal journey with the public, Brittney and Mike eased the burden of so many other individuals and families facing cancer, proving that we are not alone in our challenges, that we share so much as a human family grappling with this terrible disease, and that there is hope. Today, Brittney is in full remission.

Joining in to honor Brittney and Mike will be Green Day's Tre Cool and his wife Sara Rose Wright, Lee Rocker of The Stray Cats and his wife Deborah Drucker, Frank Ferrer of Guns 'N Roses, celebrity fashion stylist Joey Tierney, actress Christa B. Allen (Revenge), artist Brian Viveros and many more friends. The event has attracted the support of numerous celebrities who are expected to attend including (in alphabetical order by first name):

AJ Buckley (CSI: NY, Seal Team 6); AJ Mclean (Backstreet Boys); Alan Bersten (Dancing with the Stars); Arianne Zucker (Days of Our Lives); Beau Casper Smart (Dirty Dancing, The Perfect Match); Billy Burke (Twilight); Camryn Manheim (The Practice); Cheick Kongo (MMA Fighter); Chuck Liddell (UFC Champion); David Alan Grier (Comedian, The Carmichael Show, In Living Color); Danny Zuker (Writer - Modern Family); Dule Hill (Suits); Elex Michaelson (Anchor, Good Day, L.A. on Fox 11); Eric Nenninger (One Day at a Time) & Angel Parker (Lab Rats); Erik Michael (Otown); Gilles Marini (Sex and the City, Switched at Birth); Joanna Krupa (Supermodel, Actress); Katie Cleary (Model, Activist); Kim Glass (Former Olympian); La La Kent (Vanderpump Rules); Omar Benson Miller (Ballers); Peter MacKenzie (Blackish); Randall Emmett (Producer - 2 Guns, Lone Survivor, Silence); Sam Hunt (Unbroken: Path to Redemption); Shanna Moakler (VH1 Hollywood Exes); Shawn Christian (Days of Our Lives); Tiffany Michelle (Poker Professional, Amazing Race); Tito Ortiz (MMA/UFC Champion); Vanessa Marcil (Las Vegas).

Cancer Free Generation (CFG) is the young leadership division of Tower. CFG seeks to identify, among their peers in the Southern California region, visionary and innovative doctors, medical professionals and researchers and enable them to discover and implement new ideas and techniques to conquer cancer. Additionally, CFG's efforts support young people and their families who have been impacted by cancer, so that they may approach life with renewed strength and optimism. With this dual approach, CFG's goal is to help ensure that the next generation becomes the first cancer free generation. CFG's executive committee consists of young professionals working in a variety of fields including finance, law, real estate, entertainment, and medicine. Many members of CFG's leadership are, themselves, young cancer survivors. Their common vision is the desire to build a more inspired community via connecting interesting and passionate young people who make a difference in the world and who want to change the future of cancer.

Many generous sponsors are supporting the tournament this year, including Oakland Coffee; Emmett Furla Films; Herzog, Yuhas, Ehrlich & Ardell; Cathy Titus Realty; FusionStorm; Skadden and Skydance Media. Among the top prizes are: Private poker lessons with Poker Legend Daniel Negreanu with a stay in the Palms Casino Resort fantasy penthouse suite in Las Vegas; A Five-Night Stay at the Ritz Carlton Waikiki; and A Three-Night Stay at the Hilton Los Cabos.

Tickets may be purchased at [www.towercancer.org](http://www.towercancer.org) or by calling 310.299.8477.

**MEDIA CREDENTIALING:** ALL MEDIA MUST BE PRE-REGISTERED AND APPROVED FOR A CREDENTIAL. Media RSVP and Talent Inquiries: [rachel@pr-a.biz](mailto:rachel@pr-a.biz)

**ABOUT TOWER CANCER RESEARCH FOUNDATION:** Tower has been the Southern California cancer patient's greatest ally since 1996. Tower provides grants for innovative research, caring patient support and community education to promote more effective treatments for cancer. As a leading independent, donor-directed community cancer research foundation, Tower is focused on funding Southern California initiatives with a global impact. Over the course of the last twenty years, Tower has raised well over \$30 million -- resources that have funded specific groundbreaking research and patient support programs that are professionally vetted by committees comprised of local scientific and community leaders. In the last two decades, Tower has participated in over 200 clinical trials with thousands of patients and awarded almost \$10 million in the last decade alone to dozens of physician scientists pursuing novel hypotheses, including over \$3 million to talented young researchers through Career Development Grants. These young grantees often demonstrate such promising results that they later obtain large grants from other foundations and research institutions.

Tower's initial \$3 million investment has led to almost \$40 million in additional clinical research funding. While there are many brilliant scientists performing cancer research, Tower recognizes the importance of nurturing the regional pool of rich research talent because important breakthroughs have come from unexpected directions and provided new perspectives. <http://towercancer.org/>