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**CHAIRS ANNOUNCED FOR THE 2020 HOLIDAY SHOPPING CARD,
BENEFITING THE AMERICAN CANCER SOCIETY**

HOUSTON, TX (June X, 2020)– VICTORY, a volunteer branch of the American Cancer Society, is pleased to announce **The 2020 Holiday Shopping Card Chairs: Elaine Gartrell and Carolyn Steele**. In this role, Elaine and Carolyn will be responsible for overseeing all aspects of The Holiday Shopping Card, from securing underwriters and recruiting new merchants to planning kick-off events and marketing the Card to consumers.

One of Houston’s premier fundraising events, The Holiday Shopping Card takes place October 22 through November 1, 2020. With the purchase of The Card for \$75, shoppers receive a 20 percent discount at more than 500 participating retailers throughout the Greater Houston Area, as well as, a complimentary appetizer or dessert at participating restaurants. One hundred percent of the Card purchase benefits the American Cancer Society.

“Though donations to the American Cancer Society have drastically fallen during these uncertain times, the needs in our communities have not. Cancer does not care about pandemics, economic disruptions or social distancing. Now more than ever, we remain committed to raising much-needed funds for American Cancer Society’s research, educational services and patient support programs,” said Carolyn Steele, co-chair of The 2020 Holiday Shopping Card. “So many Houstonians’ lives have been touched by cancer, and The Holiday Shopping Card is just one way we can help make a difference while also supporting our local retailers and restaurants during these challenging times. Of course, none of this would be possible without our wonderful sponsors, retailers, restaurants and volunteers, so a heartfelt thank you goes out to each of them for contributing to the cause,” added Elaine Gartrell, co-chair of The 2020 Holiday Shopping Card.

The 2020 Holiday Shopping Card honors the breast cancer survivors of VICTORY, who in their personal battles and survival of breast cancer, have embodied the perseverance and resilience now required of us all. Honorees include: Causey Coffield, Roz Cooley, Peggie Harvie, Lorraine Koerner, Denise Leisten, Raquel Lewis, Tracie Morden, Karen Peltz and Carolyn Steele.

Over the past 23 years, the women of VICTORY have raised \$17.2 million through the sale of The Holiday Shopping Card to help the fight against cancer. In the past year, over 6,500 cancer patients have received services through American Cancer Society’s local programs and services.

The Holiday Shopping Card can be purchased online this summer, or at participating retailers in October. For more information or to purchase, visit www.holidayshoppingcard.com or call 713-266-2205.

About the American Cancer Society

The American Cancer Society is a global grassroots force of nearly 2 million volunteers dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer. From breakthrough research, to free lodging near treatment, a 24/7/365 live helpline, free rides to treatment, and convening powerful activists to

create awareness and impact, the Society is the only organization attacking cancer from every angle. For more information go to www.cancer.org.