

For immediate release

August 7, 2010

Chris Coen Cancer Fund
Victory Celebration BBQ & Concert
Saturday, August 14, 4-9 p.m.
Riverside Park, Roswell

Chris Coen was diagnosed in January with Stage 4 Burkitt's Syndrome Lymphoma. After more than seven gruelling months of battling one of the most rare and challenging forms of cancer, Chris has finally completed his chemotherapy, been diagnosed as "in remission" and has finally started back to work part-time from his home.

Through all of this, Chris has continued to inspire and amaze his friends and family with his strength, toughness and ever-positive attitude. This should come as no surprise to those who know him the best. Chris has spent most of his life volunteering his time to coach little league baseball, youth football, middle school football and high school football.

Chris and the entire Coen family have given so much to the Roswell community for more than four decades. Now it's time for the community to give something back to them.

The Chris Coen Victory Celebration BBQ & Concert on August 14 at the Riverside Park in Roswell will bring together many different generations of people with ties to the community. At the same time, it will be a fun event for people who have never been to Roswell, or might not even know Chris and his family, as well as many others who have worked with him during his business career.

The greatest testament to Chris is the fact that every single item for this event is being donated -- from the two bands, J & J's All-Stars and Midlife Crisis... to the lighting and sound by Staging Directions... to the food, donated by Rooster's Café and served hot off the grill by award-winning Heat Hog BBQ... to the awesome collection of items for the silent auction, donated by everybody from the Georgia Bulldogs to the Atlanta Braves to some of Chris's former players now in the NFL... to the countless volunteers who are making this event happen... and, of course, to the great people at the Roswell Recreation and Parks Department, without whom this event would not be possible.

This is going to be a very special day as we all help Chris and his family celebrate his victory over cancer. The following day, the celebration will take an even bigger stage as the National Umpires Association will wear the initials "CC" on their their jerseys to honor one of their own at the 2010 Aflac All-American Baseball Classic at Petco Park in San Diego. The initials "CC" will also be placed

behind the pitching mound at Petco during the game in honor of Chris, who, in addition to his 20 years as a baseball coach also umpired for another 16 years. The game will be televised nationally on Fox Sports Net.

Still, while the news is so good on so many fronts, this war and its on-going ramifications will rage on for a long time. It will take several more years with a clean bill of health before the doctors will pronounce Chris cured once and for all. It will take even longer for him to recover from the mountain of astronomical medical bills that have been accumulated during this battle -- especially since, like so many Americans, he has no major medical insurance.

For the near-term, Chris continues to deal with the day-to-day expenses of running his household, while he remains the sole breadwinner for his wife and two small children. Unable to work for more than half a year now, he continues to face financial devastation, along with his battle against cancer.

So, yes, there is much to celebrate, but there is also much work to be done. Chris needs our help, and he needs it now. He would be the last person to ask for anyone's help, but he needs us right now, and we want to be there for him.

Full details are available online at www.chriscoencancerfund.com.

Attachments:

[Chris Coen Cancer Fund Victory Celebration BBO & Concert](#)

[Chris Coen Fact Sheet](#)

[J & J's All-Stars Press Release](#)

[Midlife Crisis Press Release](#)

Contact:

Mike Burroughs

mike@burroughscreativegroup.com

770-317-0880