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“Bowling For Boobies” Gets a New Set

Holly Madison ("The Girls Next Door") to Appear and Bowl on October 13 at
Lucky Strike Lanes in Hollywood

Los Angeles - Sept 12, 2008 -- Busted Foundation announced today that it's "rolled a strike" for its upcoming annual "Bowling for Boobies" fundraising event by adding Playboy superstar Holly Madison. Madison, Hugh Hefner's #1 girlfriend and star of E! Network's "The Girls Next Door" is also making a spot on her bowling team available via online auction site Ebay. On Monday, Oct. 13 at Lucky Strike Lanes in Los Angeles, Madison will appear and bowl, helping raise money to support local women dealing with financial devastation as a result of breast cancer. Additional teams are encouraged to sign up via www.bowlingforboobies.com prior to Sept. 20.

"Women are so amazing and beautiful! It makes me happy to know that I can be there to help and support another woman when she needs it most. Breast cancer impacts so many women and we all need to do our part to help in the healing," said Madison.

The proceeds raised from this event help Busted Foundation provide monetary assistance to local women experiencing financial challenges as the result of fighting and living with breast cancer. Donations go directly to support these women who are overwhelmed with medical bills and their ongoing treatment.

Bowling for Boobies asks bowlers to organize teams of six people who raise a team goal of \$6,000 minimum (or \$1,000 minimum per person) for women who are fighting breast cancer. On October 13, 2008 (6:00pm - 9:00pm) all of the teams come together to submit their contributions and bowl at Lucky Strike Lanes in Los Angeles. Teams and individuals are eligible for prizes in this high energy, incredibly colorful and outrageous social event. Raffle tickets and prizes will also be available.

"Like a good bra our event aims to uplift and support!" said Stefanie LaHart, founder of Busted. "The objective is to have fun while raising awareness and money for breast cancer. Prior bowling experience is definitely not required." Those not in the area who wish to contribute are encouraged to make a direct donation of any amount online via the Web site.

All told, prior Bowling for Boobies events have raised almost \$100,000 to benefit women fighting breast cancer.

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