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BoConcept to Host Style Show to Benefit Texas 4000 For Cancer
Second Street District Stores Come Together to Support a Great Cause

BoConcept will host a Style Show on **Thursday, April 29, 2010** to raise awareness for Texas 4000 for Cancer. The show will highlight local Austin retail stores and eateries including: Cru, Delish, Downstairs, Estilo, Froots, gallery d, Mellow Johnny's Bike Shop and Plain Ivey Jane. Riders gearing up for the 2010 Sense Corp Texas 4000 For Cancer ride will also be in attendance.

Who: BoConcept and Texas 4000 for Cancer

When: Thursday, April 29, 2010

Where: BoConcept
430 West 2nd Street
Austin, Texas 78701

Time: 6:00 p.m. – 9:00 p.m.
7:00 p.m. Fashion Show

Retail Participants: Cru
Delish
Downstairs
Estilo
Froots
gallery d
Mellow Johnny's Bike Shop
Plain Ivey Jane

The event will be catered by Divine Divas and Special Events Catering. Beverages will be donated by 360Vodka and Palm Bay Imports. After the event, Malverde bar, located on 2ND Street, will offer happy hour pricing to all who sport the official Texas 4000 for Cancer wristband.

To learn more about the incredible people that make up the Sense Corp Texas 4000 team, to make a donation or read the riders' blogs, visit www.texas4000.org.

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About Texas 4000 for Cancer

Presenting the longest annual charity bike ride in the world, Texas 4000 for Cancer is a not-for-profit organization dedicated to preventing and fighting cancer. Each year a team of dedicated students brave the elements to complete a 4,687-mile bicycle journey beginning in Austin, Texas and finishing in Anchorage, Alaska to share Hope, Knowledge, and Charity. The Texas 4000 riders train, raise funds, and develop as leaders and servants in the community. The organization is also supported by teams of volunteers that plan and host other fundraising events including the Texas 4000 Tribute gala and the ATLAS Ride send off. For more information, visit www.texas4000.org.

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