

Casting For Recovery (CFR) to Participate in Rose Festival's Centennial Grand Floral Parade

CFR, which offers free fly fishing retreats for breast cancer survivors, will showcase its worthy cause with a float entry co-sponsored by Baseline Consulting and Humphrey Strategic Communications



Portland, OR, April 24, 2007 — Casting For Recovery (CFR), an educational and support program for breast cancer survivors, announced today that it will promote its worthy cause with a float entry in the Portland Rose Festival's Centennial Grand Floral Parade on June 9. CFR's float entry, "To Fish is to Hope", is being co-sponsored by Baseline Consulting, a premier business advisory and information technology (IT) consulting firm, and Humphrey Strategic Communications, an IT public and analyst relations firm.

The Centennial Grand Floral Parade has been recognized by the International Festival and Events Association and USA Today as one of the top five parades in the United States. More than 500,000 people line the 4.2-mile parade route each year, with the parade syndicated on television to over 70 United States markets, reaching nearly 30 million households.

"This is the largest and longest Parade in Portland's 100 years," said Marilyn Clint, Portland Rose Festival's Associate Executive Director. "We are pleased to welcome the CFR float to this exciting line-up."

CFR weekend retreats, which are free to the participants, incorporate counseling, educational services and fly fishing to promote physical and mental healing. It is a formula that brings everlasting joy and support, provides lifelong skills and connects people nationwide. By the end of 2007, 3,000 women will have attended retreats put on by over 700 dedicated volunteers.

For 2007, CFR has announced 36 retreats in 25 states. Fourteen women of all ages and in all stages of breast cancer treatment and recovery are selected to attend each retreat, with participants selected at random from all applications received in the service area.

"We are grateful for the financial support and outreach that Baseline Consulting and Humphrey Strategic Communications continue to provide on behalf of Casting for Recovery," said Seline Skoug, Executive Director, Casting for Recovery. "Both firms have been supportive for years at the National level, but just as important is their commitment to community by supporting breast cancer survivors living in Oregon. We can't thank them enough for their continued support and we are thrilled to be participating in the Centennial Grand Floral Parade," Skoug said.

In 2006 CFR had to turn away 800 applications that it could not accommodate nationwide. In Oregon, more than 30 women remain on a retreat waiting list. According to Baseline Consulting Partner Jill Dyche, it was these facts that peaked Baseline's interest in underwriting this unique outreach program. "The goal is to help raise the visibility of CFR — both nationally and in Oregon, to help in their grass-roots efforts to raise the capital necessary to expand the number of retreats it can offer," Dyche said. "Participating in this prestigious parade — especially one celebrating its 100th anniversary — is an ideal way to spread the word about this extremely worthy organization."

Oregon CFR has added a second retreat in 2007 in an attempt to help reduce its waiting list. For the fourth consecutive year, a CFR retreat is scheduled September 7-9 for the Big K Ranch in Elkton, hosted by “Women on the Fly”, a southern Oregon based fly fishing group. A second retreat will take October 12-14 at the Rock Springs Guest Ranch in Bend and will be hosted by “Stone Fly Maidens,” a a Portland-based women’s fly fishing club affiliated with Oregon Council-Federation of Fly Fishers.

“I am proud to team with Baseline Consulting to support this exciting undertaking,” said Scott Humphrey, principal of Humphrey Strategic Communications. “As a long time resident of the Portland area, and fan of the parade, I know the positive impact this project will have in spreading the word about CFR — to potential retreat participants as well as donors.”

About Casting for Recovery

For more information on Casting for Recovery, to make a contribution, or if you are interested in attending a Casting for Recovery retreat, please contact Casting for Recovery at 1-888-553-3500, or via the Web, www.castingforrecovery.org.

About Baseline Consulting

Baseline Consulting, an acknowledged leader in the data integration and business analytics industry, helps large and mid-sized businesses enhance the value of enterprise data, improve business results, and achieve self-sufficiency in managing and using data as a corporate asset. Fifty percent of Baseline’s clients are Fortune 1000 companies. Baseline offers business consulting and technical implementation services in four practice areas: Business Analytics, Data Warehousing, Data Management and Data Integration. Founded in 1991 and headquartered in Los Angeles, California, Baseline’s only business is mastering data. For more information, please contact us at 818-906-7638 or by email at [marketing \[at\] baseline-consulting \[dot\] com](mailto:marketing@baseline-consulting.com). Visit our website at www.baseline-consulting.com.

About Humphrey Strategic Communications

Founded in 1995, Humphrey Strategic Communications provides experienced public relations and analyst relations services to enterprise IT solution providers. Humphrey Strategic Communications is headed by Scott Humphrey, a corporate communications professional with nearly 25 years experience promoting companies operating in the business intelligence, data warehousing and data integration marketplaces. For more information on the company, please visit www.strategic-pr.com.