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SQUEEZING ONE LAST DROP OUT OF SPRING DURING EARTH DAY CELEBRATION

Local South Jersey Company Hosts Its First Alex's Lemonade Stand

In an effort to join the battle against childhood cancer, a local southern New Jersey company, Association Headquarters, Inc. (AH), will host an Alex's Lemonade Stand in celebration of Earth Day **on Thursday, April 22, 2010 from 12-1 PM at 1500 Commerce Parkway, Suite C, Mt. Laurel, NJ 08054.** AH staff members decided to incorporate Alex's Lemonade Stand Foundation into their Earth Day celebration after several were personally affected by childhood cancer. AH's Earth Day celebration will kick off at 12 p.m. with a brisk walk around the company's office park. Afterward, staff members will participate in the lemonade stand fundraiser while enjoying the beautiful Spring weather. "AH believes strongly in the importance of corporate social responsibility, and we are proud to partner with Alex's Lemonade Stand," said Association Headquarters President and COO Bob Waller, CAE. "We hope our lemonade stand inspires other companies to participate in support of Alex's inspiring dream to end childhood cancer." Alex's Lemonade Stand Foundation's upcoming national fundraising weekend, Lemonade Days, will take place June 11-13, 2010.

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). 2010 marks 10 years since 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for *all* children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$30 million towards fulfilling Alex's dream of finding a cure, funding over 125 research projects nationally.

**WHAT: LOCAL MT. LAUREL, NJ COMPANY
HOSTS ALEX'S LEMONADE STAND**

**WHEN: THURSDAY, APRIL 22, 2010
12 - 1 P.M.**

**WHERE: 1500 COMMERCE PARKWAY, SUITE C
MT. LAUREL, NJ 08054**

About Association Headquarters, Inc.

Association Headquarters, Inc. (AH), based in Mt. Laurel, N.J., is a leader in the field of voluntary organization management. For more than 32 years, the company has provided executive management, trade show management, meeting and convention planning, public relations, marketing, creative services, membership development and administrative support for trade associations and professional societies. AH holds a dual charter accreditation with the AMC Institute and the American Society of Association Executives. For more information, visit www.associationheadquarters.com and connect with us on Twitter @AssociationHQ or [Facebook.com/AssociationHeadquarters](https://www.facebook.com/AssociationHeadquarters).

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