

MEDIA ALERT:
For Immediate Release
June 12, 2013

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MEDIA INVITED: Samantha Busch to Host Ice Cream Party at Levine Children's Hospital in Honor of 7-Year-Old Cancer Victim

June 17 event is part of NASCAR wife's support of the Isabella Santos Foundation's #ISF3Wishes campaign



WHO: NASCAR Wife Samantha Busch and the Isabella Santos Foundation

WHAT: Isabella Santos is a 7-year-old Charlotte girl who lost her 5-year battle with Neuroblastoma on June 28, 2012. In her memory, the Isabella Santos Foundation has launched a social media campaign titled **#ISF3Wishes** to raise awareness for pediatric cancers. The campaign calls for individuals to post a 'selfie' on social media displaying 3 wishes for kids with cancer and using the hashtag #ISF3Wishes.

Samantha Busch, wife of NASCAR driver Kyle Busch and also Executive Director of the Kyle Busch Foundation, not only tweeted her #ISF3Wishes to her more than 130,000 followers (@SamanthaBusch), but also plans to make each of her 3 wishes come true for children battling cancer, starting with her first wish: "Throw an ice cream party (with lots of hugs) for the kids at Levine Children's Hospital." Busch dedicates the party to Isabella Santos' memory, and has invited all of the children's hospital patients and their families to attend.

WHEN: Monday, June 17, 2013 at 2:30 p.m.

WHERE: Levine Children's Hospital - Children's Discovery Garden (12th floor), 1000 Blythe Blvd., Charlotte

RSVP: Media are asked to RSVP to Andrea.Simon3@gmail.com by Monday, June 17 at 12:00 p.m.

INFO: To learn more about the Isabella Santos Foundation, visit www.isabellasantosfoundation.com; for details on the #ISF3Wishes campaign, visit: <http://bit.ly/10tFt3F>; and find the foundation on Twitter at [@TheISFoundation](https://twitter.com/TheISFoundation).