
Reading with Robin event raises \$3,200 for cancer society

(Thu, Oct 04 07) - Contributed by BOWER, MATT

By MATT BOWER What happens when you gather 80 women for a luncheon at the Crowne Plaza Hotel in Warwick? Quite a bit, as Robin Kall, host of Reading with Robin on WHJJ 920 AM, found out when she hosted a fundraiser event for the 2007 American Cancer Society Making Strides Against Breast Cancer Walk. "It was a huge success. I had about 80 women there and they all had a blast," she said. Kall said in addition to a luncheon, she invited Claire Cook, author of "Must Love Dogs," which was made into a romantic comedy film starring John Cusack and Diane Lane in 2005, to speak and provide copies of her latest work, "Life's a Beach." "Claire is entertaining and her speech was enlightening and encouraging," she said. "She talked about the importance of following your dreams, no matter how old you are." "I feel lucky. I enjoy writing light, good-to-read books and I love making the reader laugh," Cook said. "It's a blast," she continued, referring to Kall's Reading with Robin radio show. "It's such a great showcase for writers." Tickets were \$50 per person, which included the luncheon, an autographed copy of "Life's a Beach" and a discussion with Cook. For \$100, attendees received additional refreshments and spent more intimate time with Cook. A third group rate option was also available for \$350 for a table of eight. "Everyone felt that that they got to spend time with Claire. She spent time with everybody because she's just like that," Kall said. "We raised \$3,200. I'm really excited and looking forward to the next one." Kall said the fundraiser also featured a raffle and door prizes, in addition to several copies of "Life's a Beach" for sale. "I've done these [fundraisers] before and I try to make them better each time, so I was really pleased with this one," she said. Kall said the \$3,200 raised will go toward her team's current total of \$11,525 for the walk. "This is the American Cancer Society's 12th annual walk and I've been involved with it since its beginning, usually walking with friends and family," Kall said. "Ever since I started my radio show in 2002, I've done a Walking with Robin team. We're just one team that's part of a larger walk; everyone is walking for the same reason." Kall said she got involved with the walk after losing her mother to breast cancer. "One reason I do the walk is because I feel that I'm fortunate to have the power of the microphone, which allows me to not only entertain, but to also educate," she said. "I want to shine light on the importance of the breast cancer issue and remind women to get mammograms and breast exams every year." Kall said the breast cancer walk has grown every year and now has 15,000 participants. "We all hope one day we won't have to do this walk, but in the meantime, we walk," she said. "It's an encouraging, hopeful, energetic morning mixed with some tears, but it's a win all the way around." The American Cancer Society's 12th Annual Making Strides Against Breast Cancer Walk will take place on Sunday, Oct. 14 at Roger Williams Park. Kall said anyone interested in joining her team or making a donation may do so by going to her Web site, www.readingwithrobin.com and clicking on the WRR logo.