

FOR IMMEDIATE RELEASE

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“Where in the World is Matt Lauer?” T-Shirts To Benefit Hospice of Palm Beach County

WEST PALM BEACH, FL (April 30, 2007)— NBC *Today* co-anchor and Hospice of Palm Beach County Ambassador-at-Large Matt Lauer embarks on yet another adventure during his five day global series called “Where in the World is Matt Lauer?” beginning April 30, 2007 on NBC’s *Today*. Once again, a portion of the proceeds from the “Where in the World is Matt Lauer?” T-shirt will benefit Hospice of Palm Beach County. Lauer worked with the NBC Universal Store to create the T-shirt as another way to support Hospice of Palm Beach County in appreciation of the care his father, Jay Robert Lauer, received a decade ago. “We are pleased to be a part of the ‘Where in the World is Matt Lauer?’ tour once again,” said Hospice of Palm Beach County President and CEO Dave Fielding. “By promoting the T-shirt and talking about hospice care, Matt brings national attention to its value.” Lauer, who has logged more than 182,000 miles and visited 34 locations in seven years, returns to Palm Beach for the 10th Annual Jay Robert Lauer Golf Tournament benefiting Hospice of Palm Beach County at The Breakers on December 14-15, 2007. To order a T-shirt, visit www.nbcuniversalstore.com. For information about the 10th Annual Jay Robert Lauer Golf Tournament, visit www.hpsc.com.



About Hospice of Palm Beach County: *Hospice of Palm Beach County offers a wide range of services and educational programs designed to meet the special needs of patients and families faced with advanced illness. Expert physical, emotional and spiritual care is provided wherever the patient is - the home, skilled nursing or assisted living facility, hospital or hospice inpatient unit, including the C.W. Gerstenberg Hospice Center in West Palm Beach, the Hospice and Palliative Care Unit at Pinecrest Delray, the Bethesda Memorial Hospice and Palliative Care Unit at Bethesda Memorial Hospital, the Hospice and Palliative Care Unit at Good Samaritan Medical Center, the Hospice and Palliative Care Unit at Palm Beach Gardens Medical Center and the Jay Robert Lauer Hospice and Palliative Care Unit at JFK Medical Center. The organization also offers full bereavement support to Hospice families and anyone in the community in need. Hospice of Palm Beach County's focus is on quality of life. The organization is sensitive to and respectful of religious, cultural and personal beliefs. Contact Hospice of Palm Beach County toll free at 888-848-5200 or visit the website www.hpsc.com for information.*

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