



Alec Baldwin and Miss USA to Help Con Edison 'Serve up a Cure' at Grand Central Terminal Tennis Event

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NEW YORK, May 17 /PRNewswire/ -- Actor Alec Baldwin and the reigning Miss USA, Lynette Cole, will be among the special guests at "Serve Up A Cure," presented by Consolidated Edison Company of New York, Inc. (Con Edison) in Vanderbilt Hall at Grand Central Terminal on Thursday, May 18 from 6 a.m. until 2 p.m. "Serve Up A Cure" is a unique, adult-beginner tennis program that supports breast-cancer charities.

The "Serve Up A Cure" event gives invited guests and the general public a chance to win prizes by serving tennis balls while making a contribution of \$2 per serve. Portions of the proceeds will benefit the Greater New York Susan G. Komen Breast Cancer Foundation, SHARE (Self Help Organization for Women with Breast or Ovarian Cancer) the Strang Cancer Prevention Center, and The Carol M. Baldwin Breast Cancer Research Foundation, all breast cancer charities.

"This event will give New Yorkers an opportunity to have fun while contributing to a worthy cause. Serve Up A Cure is another example of our long-standing support of other similar community-based programs such as Race for the Cure and SHARE-A-Walk. We're proud to be a sponsor of this program," said Frances A. Resheske, vice president of public affairs for Con Edison.

Baldwin and Cole will be joined by tennis greats Pam Shriver and Patrick McEnroe, along with former New York City Mayor David N. Dinkins. Rob Peterson, Guinness Book of World Records record holder for the most consecutive tennis serves and longest rallies, will attempt to break his own record. Later in the day, Miss USA will be crowned with a specially designed crown of tennis balls adorned in pink, the official color symbolizing breast cancer awareness.

People who enter Vanderbilt Hall to participate in "Serve Up A Cure" will notice a dramatic transformation within Grand Central Terminal. An indoor tennis court will be in the center of the hall with special tennis serving stations located around the perimeter. The event is the official kick off for USA Tennis 1-2-3, a six-week adult beginner tennis program that will be offered this summer in parks, schoolyards and tennis clubs throughout New York, Westchester County, Long Island and New Jersey. For more information about USA Tennis 1-2-3 programs call 1-877-HIT-TENNIS.

Con Edison is one of the nation's largest utility companies, with approximately \$7 billion in annual revenues and approximately \$14 billion in assets. The company, a subsidiary of Consolidated Edison Inc., provides electric, gas and steam service to more than three million customers in New York City and Westchester County, New York. For additional financial, operations and customer service information, visit Con Edison's web site at <http://www.coned.com>. SOURCE Consolidated Edison Company of New York, Inc.

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