



Contact:

Caroline Dawson, Caroline@dpwpr.com

FOR IMMEDIATE RELEASE

LINDA GREGG FIELDS ANNOUNCED AS 2021 HOLIDAY SHOPPING CARD HONOREE

Card to offer 20% discount at 475+ Greater Houston Retailers October 21-31, 2021, with all funds raised benefiting the American Cancer Society

HOUSTON, TX (March 30, 2021)– VICTORY, a volunteer branch of the American Cancer Society, is pleased to announce **Linda Gregg Fields** as the **2021 Holiday Shopping Card Honoree**. A true Texas legend, Linda served as a loyal and loving VICTORY member for over 22 years before sadly losing her battle with cancer in October of 2019.

One of Houston's premier fundraising events, the [2021 Holiday Shopping Card](#) returns October 21 through October 31, chaired by Mary Ann Baxter, Diane Watson Cain and Anita Fogtman. With the purchase of The Card for \$75, shoppers receive a 20 percent discount at more than 475 participating retailers throughout the Greater Houston Area, as well as a complimentary appetizer or dessert at participating restaurants. One hundred percent of the Card purchase benefits the American Cancer Society.

"We look forward to honoring Linda's legacy and recognizing her lasting impact on VICTORY, The Holiday Shopping Card and the greater Houston community," said Diane Watson Cain, co-chair of the 2021 Holiday Shopping Card. "We are determined to continue the fight in Linda's honor and raise critical funds for the American Cancer Society to avoid losing another friend to the ravages of this disease."

Linda was a proud seventh generation Texan, widely known for her grace, kindness and passion for serving others. Born in San Antonio, she grew up in San Marcos and attended Texas State University, where she was a Strutter on the dance team and a Chi Omega. Linda taught school for eight years until her first child was born in 1974. While rearing her two children, Gregory Fields Burk and Jay D. Fields, she donated much of her time to volunteering, serving on many committees and boards. In addition to VICTORY, Linda was involved with Ronald McDonald House Houston, the Texas State University Foundation Board and Houston Museum of Natural Science Guild. She was honored by many organizations for her time, generosity and talents, including at VICTORY's 2014 Cattle Barons Ball, where she and her husband Jerry Fields were honored for their contributions to the cause.

"Cancer does not stop—even during a pandemic—and now more than ever, we remain committed to raising much-needed funds for American Cancer Society's research, educational services and patient support programs," said Anita Fogtman, co-chair of the 2021 Holiday Shopping Card. "So many Houstonians' lives have been touched by cancer, and The Holiday Shopping Card is just one way we can help make a difference while also supporting our local retailers and restaurants during these challenging times," added Mary Ann Baxter, co-chair of the 2021 Holiday Shopping Card.

Over the past 24 years, the women of VICTORY have raised \$17.9 million through the sale of The Holiday Shopping Card to help the fight against cancer. In the past year, over 6,500 cancer patients have received services through American Cancer Society's local programs and services.

The Holiday Shopping Card can be purchased online this summer, or at participating retailers in October. For more information or to purchase, visit www.holidayshoppingcard.com or call 713-266-2205.

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About VICTORY

Founded in 1987, VICTORY, a branch of the American Cancer Society, is a volunteer organization that raises funds to assist in the fight against cancer. The Holiday Shopping Card and The Cattle Baron's Ball are VICTORY's signature events that provide avenues for this fundraising endeavor. In addition, VICTORY hosts The Gentlemen's Committee, which benefits prostate cancer research, and The Cattle Baron's Ball Children's Party for pediatric oncology patients. Since its inception, the dedicated, hard-working women of VICTORY have contributed over \$60 Million to the American Cancer Society for vital research, patient services, and education.

About the American Cancer Society

The American Cancer Society is a global grassroots force of nearly 2 million volunteers dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer. From breakthrough research, to free lodging near treatment, a 24/7/365 live helpline, free rides to treatment, and convening powerful activists to create awareness and impact, the Society is the only organization attacking cancer from every angle. For more information go to www.cancer.org.