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PLEDGES TOTAL \$162,000 IN 'JAIL AND BAIL' DRIVE

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The Broward chapter of the American Cancer Society collected \$162,000 in pledges during its "Jail and Bail" fund-raising drive last month, **Bob Finch**, the society's income development director, said Tuesday.

"This year we have created an efficient method of getting the bills out for the pledges, so I only expect the actual income to be down about 8 percent below the pledge amount," he said.

The society received only \$60,000 in pledges last year, the first year of the drive. Those who are "jailed" are required to stay in makeshift cells at county shopping malls until they get a certain amount pledged to the Cancer Society. Because of a two-week delay in mailing pledge forms, the society collected only \$52,000 last year.

"Jail cells" were erected at the Galleria, Broward Mall, Hollywood Mall and Pompano Square in this year's drive, which ran from May 6-9. Mayors, city commissioners, Broward Sheriff Nick Navarro and others were incarcerated. Each cell was equipped with a bank of telephones.

Memo:

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