



JIMMY V
CELEBRITY GOLF CLASSIC
for Cancer Research

For Immediate Release

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Annual Celebrity Golf Classic Paves Way for NC Cancer Research Initiatives
V Foundation Partners with Rex Prostate Center and First Health-Moore Regional Hospital

(Cary, NC) – After a successful move to Pinehurst Resort®, the Jimmy V Celebrity Golf Classic, one of the nation’s premier celebrity golf events, is proud to announce that the proceeds from this year’s Classic will assist The V Foundation for Cancer Research in establishing two new initiatives in their fight against cancer. Both programs will help two North Carolina hospitals in outreach education, community screenings, clinical treatment and survivorship of prostate cancer.

The first collaboration will provide a \$500,000 grant to The Rex Hospital Foundation over 3 years to fund a Prostate Cancer Center of Excellence. Located within Rex Cancer Center, the program’s goal is to reduce the mortality rate in men due to prostate cancer. The second collaboration is with First Health – Moore Regional Hospital. The V Foundation is providing First Health with a \$50,000 grant that will allow the hospital to provide free mobile prostate screenings to the under served population of the five counties surrounding the facility. In addition, the hospital will be able to establish a pilot survivorship program to assist those faced with the disease.

“We had a tremendous year at Pinehurst and we are so grateful to our sponsors, celebrities and volunteers,” said Frank McCann, Executive Director of the Golf Classic. “Because of their efforts The V Foundation is able to create these two North Carolina based prostate cancer programs.”

The V Foundation saw the need for more awareness and funding for prostate cancer after reviewing information from the Prostate Cancer Foundation which shows that more than 218,000 men will be diagnosed with prostate cancer and more than 27,000 men will die from the disease this year. PCF also points out that North Carolina ranks second nationally in prostate cancer in African-American men.

“We recognized a strong need in North Carolina to initiate prostate cancer programs,” said Nick Valvano, CEO of The Foundation. “We are delighted to partner with these two outstanding cancer centers as they continue to assist us in our efforts to fight this awful disease.”

Over the past 14 years, The V Foundation for Cancer Research has raised more than \$70 million to fund cancer research and the annual Jimmy V Celebrity Golf Classic has been an integral part of the Foundation’s accomplishments.

About The V Foundation for Cancer Research

The V Foundation was founded in 1993 by ESPN and the late Jim Valvano to fund cancer research grants nationwide. Since then, the Foundation has awarded more than 280 cancer research grants in 37 states and the District of Columbia. The V Foundation awards 100 percent of all new direct cash donations and net proceeds of events directly to cancer research and related programs. Among the nation’s elite charities in terms of fiscal responsibility, The V Foundation has received five consecutive top 4-star ratings by Charity Navigator. The Jimmy V Celebrity Golf Classic brings together more than 60 celebrities, 100 local and national sponsors and more than 600 volunteers to raise money for cancer research. Now heading into its 15th year, the Golf Classic has raised almost \$13 million dollars. To attend or to learn how you can help visit www.golfclassic.org.

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