



2009 LIFE Event

The LIFE Event Fast Facts:

- 10th anniversary LIFE Event scheduled for May 18
- Held at the Ridgewood Country Club in Paramus, New Jersey
- Will draw 28 of the world's most elite women golfers, LPGA pros, to join LPGA veteran Val Skinner to play with event partners in Pro-Am
- Hosted by LPGA veteran and six-time winner Val Skinner, who ranked in the top 15 in the world seven of 20 seasons while on the LPGA tour and now commentates for the Golf Channel
- \$500,000 will be raised from the 2009 event, benefiting Susan G. Komen for the Cure® and the Cancer Institute of New Jersey
- Prior to this year's event, the LIFE Event has raised more than \$5.1 million to fund breast cancer research and awareness programs

LIFE Event Summary:

The Val Skinner Foundation was established by LPGA veteran and six-time winner, Val Skinner, in honor of her friend and fellow professional golfer, Heather Farr. Heather was first misdiagnosed and then diagnosed with breast cancer at age 24 and lost her battle with the disease at 28.

The LIFE Event (LPGA Pros in the Fight to Eradicate Breast Cancer) mission is to help eradicate breast cancer as a life-threatening disease, while reaching out to a younger generation of women and providing them with information about the importance of early detection and healthy breast care practices. The first LIFE Event was held in 2000. This year is the event's 10th anniversary.

The Val Skinner Foundation, Susan G. Komen for the Cure® and the Cancer Institute of New Jersey (CINJ) worked together to form the Young Women's Initiative, a multifaceted effort organized to educate young women and other audiences about the risk of breast cancer and the importance of early detection through various programs.

Beneficiaries of the LIFE Event are Susan G. Komen for the Cure® and the CINJ. Funds raised for these organizations benefit programs that move the Young Women's Initiative. To date, the LIFE Event holds the distinction as the biggest single-day golf event fundraiser for breast cancer initiatives. As of 2008, LIFE had raised more than \$5.1 million for the breast cancer fight.

The 2009 LIFE Event will draw 28 stars from the LPGA. The event will be played at the Historic Ridgewood Country Club in Paramus, N.J., home of the Barclays, one of the premier events on the 2008 PGA Tour schedule. The Pro-Am will be played on the 27 holes of the 1995 Ryder Cup host club and will be followed by a reception that will highlight the innovative programs LIFE Funds support. The reception will also feature the announcement of the 2009 LIFE heroes, honoring individuals who have shown courage throughout their personal experiences and battles with breast cancer.

Key programs funded by LIFE

Komen On the Go™

Key programs funded by LIFE include Susan G. Komen for the Cure's® nationwide initiative, Komen on the Go™ coordinated by Susan G. Komen for the Cure® and co-founded in 2004 by the Val Skinner Foundation. Komen On the Go™ is an interactive, mobile tour that travels to community events and universities conveying life-saving information about breast cancer.

The LIFE Center at CINJ

Another key program is the CINJ's LIFE Center founded in 2002 and named after the advocacy of LIFE. The LIFE Center at CINJ is a comprehensive, on-site program designed for individuals and families who are at risk of developing breast cancer. The LIFE Center houses a multidisciplinary team of medical oncologists, surgeons, genetic counselors, nurse practitioners, social workers, psychologists and other health care professionals to help address the specific needs of young breast cancer patients. Many of the team's experts are involved in developing innovative education programs to assist teens and young women in being more proactive in their breast health. They also are engaged in cutting-edge research to unlock the mysteries of why breast cancer affects a number of younger women. LIFE funds were used to develop five additional satellite LIFE centers at New Jersey-area affiliate hospitals.

BioCONNECT

Directed by the Cancer Institute of New Jersey, BioCONNECT is a post-doctoral LIFE Fellowship that focuses on the implementation of a program that uses science and technology to teach high school students about breast cancer. This unique eight-lesson high school biology curriculum teaches genetics using breast cancer as its focus so students learn how cancer develops, how to identify risk factors, and how to investigate ways to reduce cancer risk. In 2008, the BioCONNECT pilot program was launched in the science classes of 23 New Jersey-area schools. BioCONNECT will launch in South Carolina and in New York in 2009 as the program moves to a national platform.

LIFE Heroes

Twenty-five year old breast cancer survivor and awareness advocate Bridget Mooney of Boston, M.A. and Susan G. Komen for the Cure® celebrity ambassador Gabrielle Union will be honored as LIFE Heroes at the 10th anniversary event. LIFE Hero distinctions are reserved for individuals who have demonstrated courage in the face of breast cancer and/or purpose in the fight against the disease.

To request more information on the LIFE Event or the Val Skinner Foundation, or to schedule an interview with Val Skinner, please contact:

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