

## NEWS RELEASE

### **Eighth Annual Pink Ribbon Classic Raises Money for Mayo Research, New Equipment at Baptist Medical Center-Beaches**

**Ponte Vedra Beach, Fla.** (Sept. 16, 2014) – The Pink Ribbon Golf Classic (PRGC), the Jacksonville area’s only all-women charity golf tournament, takes place 7:30 a.m. Thursday, Oct. 16 at [The Ponte Vedra Inn & Club](#), located at 200 Ponte Vedra Blvd.

The event, created in part by breast cancer survivors, provides direct financial support for breast cancer research and related services locally. The PRGC is unique in that the money raised supports two of Jacksonville’s most prestigious medical institutions: [Baptist Medical Center-Beaches](#) and [Mayo Clinic Florida](#).

The donation for the Mayo Clinic - Florida this year will support Mayo’s [BEAUTY \(Breast Cancer Genome-Guided Therapy\) study](#), according to PRGC Public Relations Chair Mandy Morrow. Mayo requested the PRGC to donate funds to support some of the Jacksonville area women participating in the study, a groundbreaking national genetic clinical trial designed to help researchers and physicians better understand the role genetics play in breast cancer treatment and to develop more personalized therapies for breast cancer patients now and in the future.

The money raised for Baptist Medical Center-Beaches this year will help the hospital purchase new state-of-the-art Doppler ultrasounds for the Operating Room. These Doppler ultrasounds measure blood flow during and after Deep Inferior Epigastric Perforators (DIEP) flap surgery. This type of breast reconstruction uses the person’s own blood vessels, skin and fat from the lower abdomen to reconstruct breasts after mastectomy. The donated money will also help purchase new MRI/Mammogram gowns and will help cover medical costs incurred by breast cancer patients who aren’t covered by health insurance. Additionally, the charity will underwrite an educational forum for 2015 at the hospital that will include a guest speaker, Annie Parker, who is featured in the upcoming film, “Decoding Annie Parker.” Parker is a three-time cancer survivor who worked with geneticist Mary-Claire King in discovering the BRCA gene mutation, which was one of the most important discoveries of the 20<sup>th</sup> century.

Over the last eight years, the tournament has raised more than \$795,000. The PRGC Committee has worked hard to insure that a high percentage of these funds are directly invested with these two institutions for leading-edge technology. The committee has set an ambitious goal to raise \$150,000 at this year’s event.

“We have met with tremendous success for our all-women’s golf tournament and our [Tee-Off Cocktail](#) party, and we need more involvement to meet our goal this year,” Morrow said. “We encourage everyone to sign up their teams, and make reservations for the party and tournament as soon as possible. Also, there are still opportunities for tournament sponsors, along with other associated tournament events.”

The event’s returning presenting sponsor for the 2014 event is [Brumos Motor Cars & Mercedes-Benz of Orange Park](#), and founding partner [Ponte Vedra Inn & Club](#) will host the tournament – as it has done for the last eight years.

The tournament registration is \$150 per person. Tickets for the Tee-Off Cocktail Party, being held at a Marsh Landing Home, are \$75 per person and attendance is limited. The [Underwood Jeweler’s Trunk Show & Cocktail Party](#) takes place at 330 A1A North on November 13, 2014. PRGC event times are as follows:

Tee-Off Cocktail Party	6 – 9 p.m. Wednesday, Oct. 15, 2014
Women-Only Golf Tournament & Luncheon	7:30 a.m. – 2 p.m. Thursday, Oct. 16, 2014
Underwood Jeweler’s Trunk Show & Cocktail Party	6 – 9 p.m. Thursday, Nov. 13, 2014

For more information about the tournament registration, other PRGC events and sponsorship information, visit [www.PinkRibbonJax.org](http://www.PinkRibbonJax.org).

#### **Media Contact:**

Ron Whittington

[\(904\) 563-0402](tel:(904)563-0402)

[ron@whittingtonandassociates.com](mailto:ron@whittingtonandassociates.com)