

10th ANNUAL
The Pink Ribbon
GOLF CLASSIC

[PONTE VEDRA BEACH, FLORIDA; September 2, 2016] The Pink Ribbon Golf Classic (PRGC), the Jacksonville area's only all-women charity golf tournament, is celebrating its 10th anniversary. 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. We operate as a 501(c)(3) under the Baptist Health Foundation umbrella. In the past ten years PRGC, with the help of generous sponsors, has contributed over \$1,000,000 to the fight against breast cancer in Northeast Florida; \$240,000 in 2015 alone. In our community, over 500 women and men will be diagnosed with breast cancer this year. As volunteers, we are working to support both of these outstanding institutions with a goal of raising even more in 2016.

This year's contribution to Baptist Medical Center Beaches will help purchase a SenoClaire breast tomosynthesis with three-dimensional imaging technology. Prior contributions have helped purchase state-of-the-art equipment and more including the following:

- Purchasing bi-directional dopplers that repair cells damaged by radiation during breast reconstruction.
- Purchasing an x-ray pathology unit, known as a Faxitron, that results in even faster and more accurate diagnoses.
- Purchasing a digital mammography unit that helps diagnose breast cancer earlier and with greater accuracy.
- Hiring of a Breast Cancer Care Coordinator, who supports patients with every aspect of treatment to include life as a breast cancer survivor.
- Underwriting an educational forum on the hereditary risk of breast and ovarian cancers, the connection between these cancers, and the ensuing discovery of the BRCA 1 & 2 genes.
- Establishing the Support & Survivorship Program at Hill Breast Center that offers everything from yoga to cooking classes, seminars and other services enhancing patients' lives during and after treatment.
- Purchasing new mammography/MRI gowns.
- Helping cover medical costs incurred by breast cancer patients, who are not covered by health insurance.
- Establishing an endowment to provide a consistent source of funds to support breast cancer related needs.
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With regards to Mayo Clinic-Jacksonville, contributions made by The Pink Ribbon Golf Classic over the past nine years have primarily supported pioneering research. Contributions in 2016 will continue to support lymphedema of Dr. Sarah McLaughlin as described below. Additional contribution highlights include the following:

- Supporting the breast cancer research of Edith A. Perez, M.D., E. Aubrey Thompson, Ph.D., and their team in the Mayo Clinic Breast Cancer Translational Genomics Program. This renowned team has developed an analytical infrastructure that has positioned Mayo Clinic as one of the global leaders in breast cancer genomics.
- Supporting the Breast Cancer Genome Guided Therapy Study (BEAUTY). BEAUTY is a ground-breaking, national genetic clinical trial designed to help researchers and physicians better understand the role genetics play in breast cancer treatment so that they can develop more personalized therapies for breast cancer patients now and in the future.
- Purchasing a biopsy system that is used in conjunction with the digital breast tomosynthesis (often referred to as a tomo or DBT). This integral piece of equipment gives radiologists the ability to locate and accurately target regions of interest for biopsy resulting in a seamless, streamlined procedure.
- Supporting the research of Sarah A. McLaughlin, M.D., who is attempting to identify factors that put women at risk of lymphedema, as there has been little advancement in this area. This knowledge would help women not only understand their own risk of lymphedema, but aid in the development of novel treatments to help prevent it.

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Administrators at both Baptist Medical Center Beaches and Mayo Clinic-Jacksonville have emphasized the importance of our financial support. This type of local commitment helps them attract and retain medical talent. In the words of Dr. McLaughlin from the Mayo Clinic-Jacksonville, "Being part of Mayo Clinic facilitates unique opportunities to interact with patients, identify a clinical question that is relevant to patient care, and act.....in a timely, meaningful way. Through the support of benefactor funds, it allows us to consistently and steadily work toward a solution.....it allows immediate application of our work, which is very satisfying to many patients and a primary reason they seek our care."

2016 Event Line-Up

The **Tee Off Cocktail Party & Auctions** will be held on Wednesday, October 12th at a stunning private home in The Plantation at Ponte Vedra Beach. Golfers and non-golfers are invited to join us as we kick off our fundraising efforts with hors d'oeuvres, open bar, celebrity guests, and live & silent auctions. Valet parking is included. Tickets are \$100 per person sold on a first come, first serve basis attendees. Bid on fabulous items during the live and silent auctions. Come join the fun!

The **Women's Golf Tournament & Awards Luncheon** will be held on Thursday, October 13th at the Ponte Vedra Inn & Club. As a Founding Partner, Ponte Vedra Inn & Club has hosted this event since inception. Attendees include upwards of 200 women golfers from Ponte Vedra and the surrounding communities who are executives, business owners, mothers, retirees, and young professionals. Golfers start the day with a light breakfast and end with a tasty lunch during which prizes are awarded to many participants. Cart fees are also included for participants. Cost is \$195 per participant.

The **John Hardy Trunk Show** will be held at Underwood Jewelers on November 17th & 18th. Each year Underwood's partners with a designer, such as John Hardy, so that a portion of the proceeds from the sales at the trunk show can be donated to The Pink Ribbon Golf Classic. Underwood's also hosts a cocktail reception during the trunk show on November 17th at which time the check presentation is held. Not only can you get a jump on your holiday shopping but also join the fight against breast cancer.

How you can help

There are still opportunities for tournament sponsorships as well as other associated tournament events. To date, sponsors for 2016 include the McCall Family, Swisher International, Shoppes of Ponte Vedra, Benchmark Homes, Peter & Joanne Ghiloni, Parker & Pennington Dentistry, The Players Championship Red Coats, Grimes Companies and founding partner Ponte Vedra Inn & Club which will host the tournament – as it has done for the last ten years.

Join us in the fight against breast cancer and attend one or all of our events. Become a partner, sponsor or friend. Donate your time and/or talent. We could not do what we do without you! Many thanks.

For further information or to purchase tickets, please see our website, <http://pinkribbonjax.org> or contact us at pinkribbonjax@gmail.com