

LIFE EVENT



2011 LIFE Event

The LIFE Mission

The LIFE Event (LPGA Pros in the Fight to Eradicate Breast Cancer) mission is to fund research dedicated to the eradication of breast cancer as a life-threatening disease while reaching out to a younger generation of women with educational programs and information about the importance of early detection and healthy breast care practices.

2011 LIFE Event

The 2011 LIFE Event was held on Monday, June 27 at the prestigious Sebonak Golf Club, host of the 2013 Women's Open, in Southampton on Long Island. The twelfth annual pro-am featured some of the most elite women golfers in the world from the LPGA. The LIFE Event, still noted as one of the biggest single-day golf event fundraisers for breast cancer initiatives, has raised nearly \$8 million for breast cancer research, awareness and prevention programs since its inception in 2000.

Beneficiaries

The LIFE Event benefits Susan G. Komen for the Cure, the LPGA's official national charity and largest private backer of breast cancer research and education, the New Brunswick-based Cancer Institute of New Jersey (CINJ), a National Cancer Institute-designated comprehensive cancer center and the Young Survival Coalition.

Skinner and these beneficiaries, who share the common goal of eliminating breast cancer as a life-threatening disease, created the "Young Women's Initiative," a multifaceted approach to educating young women and other audiences about the risks associated with breast cancer and the importance of early detection. Programs from these beneficiaries and funded by LIFE continue to move this initiative.

Key Programs Funded by LIFE

LIFE is the founding sponsor of Susan G. Komen for the Cure's nationwide initiative, Komen On the Go™, an interactive, educational, mobile tour that travels to community events and universities across the U.S., conveying life-saving information about breast cancer.

LIFE supports the LIFE Center at CINJ where researchers and medical professionals are dedicated to improving young women's understanding of the breast cancer risk and their knowledge of appropriate prevention and screening strategies. The LIFE center has established six satellite centers for genetic counseling. Through the life centers young women at risk across the state are provided counseling specific to their needs.

Also funded by LIFE is CINJ's BioCONNECT program, a post-doctoral LIFE Fellowship that focuses on the implementation of a high school biology curriculum that teaches genetics using breast cancer as its focus. In 2008 the BioCONNECT pilot program was launched in 23 New Jersey area schools and was implemented in South Carolina schools in 2009. This year the program will be launched in New York schools as it moves toward a national program.

LIFE Event Partners

2011 LIFE Event partners include The Joe Plumeri Family, EmblemHealth, QualCare, Guy Carpenter, MMC and Genentech. Other notable supporters are Amy Perella, Assured Guaranty, C.R. Bard, ACE Group, The Cox Classic/Steven A. Cox Foundation, Lincoln Mercury.

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Together, Skinner and these beneficiaries, who share the common goal of eliminating breast cancer as a life-threatening disease, created the "Young Women's Initiative" — a multifaceted approach to educating young women and other audiences about the risks associated with breast cancer and the importance of early detection. Komen and CINJ programs, funded by LIFE, move this initiative forward.