

LIFE EVENT



2014 LIFE Event

The LIFE Mission

The LIFE Event (LPGA Pros in the Fight to Eradicate Breast Cancer) mission is to fund education and 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.

2014 LIFE Event

The 2014 LIFE Event was held Monday, June 2 at Mountain Ridge Country Club in West Caldwell, N.J. The 14th 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 more than \$9.5 million for breast cancer research, awareness and prevention programs since its inception in 2000.

Beneficiaries

The 2014 LIFE Event benefited Susan G. Komen for the Cure, the largest private backer of breast cancer research and education and the New Brunswick-based Cancer Institute of New Jersey.

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

Proceeds have helped create and support programs for the Rutgers Cancer Institute of New Jersey, including the development of LIFE Centers focused on education and genetic research throughout New Jersey. The foundation and the Cancer Institute also partnered to create BioCONNECT, a hands-on cancer curriculum taught in New Jersey and South Carolina schools, and BOLD, a summer camp for high school students interested in medical sciences.

Funds raised through the LIFE Event have also been donated to Susan G. Komen for the Cure, which launched Komen on the Go™, an interactive educational mobile tour, and Young Women Walking, a segment of the Susan G. Komen 3-Day specifically aimed at women ages 16-23.

LIFE Event Partners

Supporters of the 2014 LIFE event include Amy and Joe Perella, MARSH, C.R. Bard, Genentech and EmblemHealth. Others include Assured Guaranty, Atlantic City Electric, QualCare, Cox Charity Classic, Lincoln and Gina and Michael Martin, Ken Langone, Mark Rachesky and Sandler, O'Neill & Partners.