

LIFE EVENT



2015 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.

2015 LIFE Event

The 2015 LIFE Event was held Monday, June 1 at Mountain Ridge Country Club in West Caldwell, N.J. The 16th 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 \$10 million for breast cancer research, awareness and prevention programs since its inception in 2000.

Key Programs Funded by LIFE

Val Skinner announced at the 2015 LIFE Event that her foundation is partnering with Discovery Education to launch a national innovative science curriculum for high school students focused on cancer genetics. The national reach of the program expands on the BioCONNECT curriculum originally developed in 2008 through a partnership with the Rutgers Cancer Institute of New Jersey and the Rutgers School of Public Health. The program was piloted in New Jersey and later expanded to South Carolina and Florida.

The foundation also announced the Malaya Southern Kelly grant at the event. This grant will fund the RCINJ precision medicine researchers in Malaya's name, a 2013 LIFE Event Hero who passed away in late 2014. To date, \$150,000 has been placed with a committee who will identify projects believed to be on the verge of significant breakthroughs in the field of breast cancer treatment.

Funds raised through previous LIFE Events 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 2015 LIFE event include Amy and Joe Perella, MARSH, C.R. Bard, OneCall Care, Qualcare and Assured Guaranty. Others include Lincoln, Atlantic City Electric, Cox Charity Classic, Lincoln, Sandler, O'Neill & Partners along with Gina and Michael Martin, Ed Herlihy, Ken Langone and Mark Rachesky.