

LIFE EVENT



2016 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.

2016 LIFE Event

The 2016 LIFE Event was held Monday, July 18 at Mountain Ridge Country Club in West Caldwell, N.J. The 17th 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 \$10.5 million for breast cancer research, awareness and prevention programs since its inception in 2000.

Key Programs Funded by LIFE

Skinner, in collaboration with the LIFE Center at Rutgers Cancer Institute of New Jersey, partnered with Discovery Education, the leading provider of digital content for K-12 classrooms, to develop an interactive biology and genetics education program supporting the study of cancer in high school classrooms. The website featuring the BioCONNECT curriculum, DecodingCancer.org, launched in January 2016 and is expected to reach more than 500,000 students during the calendar year. Through Discovery Education, Decoding Cancer, has the potential to reach millions of students and it is accessible to anyone through the website, giving the curriculum an international platform. At her 2016 event, Skinner announced a multi-year agreement with Discovery Education to continue funding for the program.

In addition to supporting Decoding Cancer, Skinner announced Marsh Inc. is partnering with her foundation to fund a grant for precision medicine research with the LIFE Center at Rutgers Cancer Institute of New Jersey. Proceeds from LIFE have funded other similar grants in the past.

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 2016 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 and Sandler, O'Neill & Partners.