

LIFE EVENT



2018 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.

2018 LIFE Event

The 2018 LIFE Event was held Monday, June 11 at Mountain Ridge Country Club in West Caldwell, N.J. The 19th 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 almost \$12 million for breast cancer research, awareness and prevention programs since its inception in 2000.

Key Programs Funded by LIFE



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At the event, Skinner announced a \$475,000 donation to The LIFE Center at Rutgers Cancer Institute of New Jersey (RCINJ) for all of their LIFE programs. A portion of this donation will be used to support a partnership between the Young Survival Coalition (YSC) and The LIFE Center Precision Medicine Research.

A \$25,000 grant was also awarded to YSC on behalf of the LIFE Heroes Jennifer Merschdorf and Marjorie Stromberg Miller. Merschdorf is the CEO of YSC, the premier organization dedicated to the critical issues unique to young women who are diagnosed with breast cancer. Stromberg Miller, a writer/editor for the College of Health and Human Development at Penn State, worked closely with YSC's Face 2 Face program.

Skinner also provided an update on Decoding Cancer, an interactive biology and genetics education initiative developed in collaboration with The Life Center at RCINJ and the Rutgers School of Public Health and Discovery Education. The curriculum is hosted on Discovery Education's platform and has now reached more than 2.3 million high school students since its launch in 2016.

LIFE Event Partners

Supporters of the 2018 LIFE event include Amy and Joe Perella, AIG, BD Medical Technology, Concord Management Resources, OneCall Care, Assured Guaranty, Lincoln, Atlantic City Electric, Cox Charity Classic and Sandler, O'Neill & Partners.