



FOR IMMEDIATE RELEASE

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LOCAL EVENT PRESS RELEASE

_____ SUPPORTS RALLY FOR THE CURE®, PRESENTED BY *GOLF FOR WOMEN*, A NATIONAL BREAST CANCER AWARENESS PROGRAM

Wilton, CT, January 2008 — _____ is taking part in Rally for the Cure® presented by Golf For Women magazine, a breast cancer awareness campaign that is the nation's largest grassroots women's golf program. More than 1.4 million people have participated in Rally for the Cure® events since its inception in 1996. This year marks the _____ time that the club has pledged its support and teed off against breast cancer. The organizer of this event is _____.

A field of _____ players is expected for the Rally at _____ on _____. As part of the Rally for the Cure® activities, a closest-to-the-pin contest is held at a designated par-3 Rally hole. Titleist® golf balls bearing the pink ribbon breast cancer awareness symbol are awarded to every player who hits the green on the first swing and a prize is given to the player whose shot lands nearest to the hole. All players will receive important early detection information, an exclusive Rally pink ribbon golf pin and are entitled to a one-year subscription to one of the Condé Nast magazines including *Golf For Women*, *Golf Digest*, *SELF*, *Architectural Digest*, *Bon Appétit* and *Condé Nast Portfolio* magazine. In addition to *Golf For Women* and Titleist®, Adams Golf and Etonic Shoes continue as sponsors of the Rally program. All of the administrative costs of Rally for the Cure® are covered by *Golf For Women* magazine.

"We are proud to be a part of this vital, cause-oriented women's golf program. Together we are helping to get the critical life-saving message of early breast cancer detection out to golfers and the members of their communities," states Susan K. Reed, Editor-in-Chief, *Golf For Women* magazine. In 2008, we will continue our commitment to the early detection message by featuring a page from Susan G. Komen for the Cure in every issue of the magazine.

Since it debuted in 1996, the mission of Rally for the Cure® has been to emphasize the importance of early detection in the successful treatment of breast cancer and to support the mission of Susan G. Komen for the Cure to eradicate breast cancer as a life-threatening disease. According to Komen for the Cure, each year breast cancer is the leading cause of death for women ages 35-54, and the disease also accounts for more than 75% of all cancer deaths in women 55 years of age and older.

In its first year of operation, 356 clubs participated in the Rally program. In 2007, more than 3,300 clubs — in all 50 states, Bermuda, Canada, Egypt, Germany, Indonesia and Puerto Rico — registered to host a Rally for the Cure® event. The Rally program provides a platform for volunteer Ambassadors to raise significant funds for Komen for the Cure. Since 1996 Komen has received over than \$38 million from Rally events to support their mission.

Rally for the Cure® presented by Golf For Women magazine is based in Wilton, Connecticut. For further information about hosting a Rally golf event, call 800.327.6811 or visit the website: www.rallyforthe cure.com.