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The V Foundation 8th Annual “Show Your Spirit” Campaign Begins
Nationwide Grassroots Program Raises Funds for Cancer Research

(Cary, NC) Registration has begun for The V Foundation for Cancer Research’s 8th Annual “Show Your Spirit!” campaign. In conjunction with the start of the collegiate basketball tournament, companies, organizations and schools from across the country register to join together to raise funds for essential cancer research, on March 19th and 20th. With a minimum \$5 donation to The V Foundation, participants “earn the right” to wear their favorite team apparel to work or school. Corporations are urged to match employee donations.

Corporate support aids in making The Foundation one of the nation’s leading fundraising organizations for cancer research. Team ESPN has partnered with The V Foundation on Show Your Spirit since the inception of the program. This year, through a generous donation from Nike, Inc., The V Foundation can once again assure participants that every penny of their \$5 donation will directly fund cancer research. .

“Don’t Give Up... Don’t Ever Give Up!” buttons will be distributed to each participant to visibly commemorate support and remind others of the continued need for cancer research. Non-basketball fans are encouraged to participate, as well, in this grassroots campaign that nearly everyone can afford to support.

Current statistics reveal that cancer will strike one of every two American men and one of every three women. As tournament brackets go up on office walls and fans nationwide celebrate the start of the highly anticipated men’s and women’s national basketball tournaments, they can also team up to help fund cancer research.

“We are one in the fight against this disease,” said The V Foundation CEO Nick Valvano. “In these tough economic times, we hope that everyone will open their hearts and participate in this activity that celebrates the start of a great annual American sports tradition, while raising money to fight the disease that will eventually effect every American family. A \$5 donation teamed up, with every other Show Your Spirit contribution, takes us one step closer to eliminating cancer as a threat to us all.”

Online program registration on The V Foundation website (www.jimmyv.org/showspirit/) starts the process for a company (organization/school) to participate in the campaign. A participation kit will be provided to help each “team” organize a spirited and successful Show Your Spirit day. Additional information about the program is also available on the website and program materials will be available to download, several in both English and Spanish.

For the first time, individual participants can also join the Show Your Spirit campaign. Those who don’t belong to a group can set up an individual Show Your Spirit fundraising page through a link on The Foundation website..

“The strength of this campaign is limitless. I urge everyone to get your friends and family involved. Help provide financial, as well as visible support to fund needed cancer research. Together, we can change the face of this disease as we know it,” Valvano concluded.

To register or for further information log on to www.jimmyv.org or call 1-800-4JimmyV.

The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$80 million to fund cancer research grants nationwide. It awards 100 percent of all new direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received six consecutive top 4-star ratings from Charity Navigator, awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

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