



FOR IMMEDIATE RELEASE

February 9, 2009

Team ESPN Joins The V Foundation for Eighth Annual “Show Your Spirit” to Raise Funding for Cancer Research

**Program Features Sports Fans Wearing Favorite Teams’ Attire for
\$5 Donation to Cancer Research March 19 & 20**

For the eighth consecutive year, sports fans around the nation will have the opportunity to simultaneously show support for their favorite teams and join the important fight against cancer on March 19 and/or 20. Team ESPN and The V Foundation’s “Show Your Spirit!”® fundraising campaign -- annually coinciding with the start of the national college basketball tournaments -- invites companies, organizations and schools nationwide to unite in the fight against cancer for one or both of the days.

To participate, people are asked to contribute a minimum \$5 donation to The V Foundation which “earns” them the right to wear their favorite teams’ apparel to work or school on “Show Your Spirit Day.” Each participant will receive a button with The V Foundation motto “Don’t Give Up. . .Don’t Ever Give Up!”® to commemorate his or her support, and visibly remind others of the continued need for cancer research funding.

Nike has provided a pledge to cover all program expenses for the second consecutive year, assuring every donated dollar to the Show Your Spirit! campaign to go directly to cancer research.

Current statistics reveal that cancer will strike one of every two American men and one of every three women (*source: NCI statistic*). As tournament brackets go up on office walls and fans nationwide celebrate the start of great American sporting events, they can also team up to help fund cancer research.

ESPN, ESPN2 and ESPNU’s extensive college basketball post-season coverage will include every game from the Division I Women’s Basketball Championship (March 21-April 7); extensive action from the men’s MasterCard NIT (March 17-April 2); the semifinals and championship of the Division II Women’s Basketball Championship (March 25 and March 27); and the game of the Division I Men’s Basketball Opening Round game (March 17).

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

The V Foundation

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 direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received six consecutive 4-star ratings (highest possible) from Charity Navigator, awards grants through a competitive awards process strictly supervised by a Scientific Review Committee. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

Team ESPN

Team ESPN, the corporate outreach program of ESPN, encompasses ESPN’s multi-faceted community relations initiatives, including volunteerism, corporate giving and cause marketing, while utilizing its diverse media assets. Through Team ESPN, ESPN employees and fans work together to make a difference in our world and the communities in which we live. For more information, visit: www.teamespn.com.