



Insert Your Logo Here

FOR IMMEDIATE RELEASE

Contact:

Name of company contact

Title

Phone Number

Email address

Company Name to Participate in The V Foundation's Annual Show Your Spirit!® Campaign

Registration and information available on www.jimmyv.org

Your City, State (date) – The **employees/students/members** of **Company Name** are joining forces with **The V Foundation for Cancer Research** and **Team ESPN** in the fight against cancer. To celebrate the beginning of the basketball playoffs, on **date (March 19 & 20 for most)**, **Company Name** will team up with \$5 donations for the national Show Your Spirit campaign which raises money for cancer research.

The Show Your Spirit campaign annually coincides with the beginning of the national collegiate basketball tournaments. Participants are asked to contribute \$5 each to The V Foundation in order to “earn” the right to wear their favorite team apparel to **work/school** on the Show Your Spirit days. Each participant will receive a “Don’t Give Up...Don’t Ever Give Up”® button to show their support and visibly remind others of the need for cancer research funding.

Add any special arrangements specific to your Show Your Spirit day here.

Company Spokesperson Quotation

Current statistics reveal that cancer affects one of every two men and one of every three women in the United States. There are more than 12 million cancer survivors in the United States today thanks to cancer research and treatments to prolong lives and improve the quality of life for those living with cancer.

“In the fight against cancer, we all play on the same team,” said V Foundation CEO Nick Valvano. “What a powerful force we’d be, if millions of people across the country would join together against this common foe. Every single Show Your Spirit contribution will help make a difference in the fight against cancer, a disease that will eventually affect every American family.”

Thanks to a grant from **Nike, Inc.** which will cover all 2009 program expenses, The V Foundation guarantees that 100% of all Show Your Spirit donations will directly fund cancer research.

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, the legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$80 million to fund research grants nationwide. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org or call 1-800-4JimmyV.

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