



FOR IMMEDIATE RELEASE

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Cancer Challenge, Walmart NW Arkansas Championship Presented by P&G Announce \$100,000 Gift to Support Pediatric Cancer Clinic Expansion at Centers for Children in Lowell

The expansion of the hematology/oncology clinic at the Arkansas Children's Hospital/University of Arkansas for Medical Sciences collaborative will provide local access to specialized pediatric cancer care.

LOWELL, AR (June 25, 2014) – Today, the Cancer Challenge and the Walmart NW Arkansas Championship presented by P&G jointly announced a \$100,000 contribution to Arkansas Children's Hospital (ACH) to support the expansion of a pediatric cancer clinic at the Centers for Children in Lowell. The Centers for Children is a collaborative of ACH and the University of Arkansas for Medical Sciences (UAMS) Department of Pediatrics.

As part of the ACH statewide network of care, the Centers for Children at Lowell provides specialty health care closer to home for families in Northwest Arkansas. Patients can schedule clinic visits and follow-up medical care at Centers instead of making the drive to the Little Rock campus.

The gift from the tournament and Cancer Challenge will expand the current hematology/oncology clinic at the Centers, allowing more patients to see physicians for specialized appointments and procedures.

The contribution is a direct result of a \$100,000 gift that was made to the Cancer Challenge as part of last year's tournament.

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“When we received this contribution from the tournament last year, they asked us to utilize the gift to make a true difference in Northwest Arkansas,” said Brock Gearhart, chair of the Cancer Challenge Board of Directors. “This gift will enable better and closer care for children battling cancer in in this region. This gift will make a difference.”

Tournament Chairman Jay Allen explained, “The mission of our tournament is first and foremost to add to the quality of life in Northwest Arkansas. Giving back to the community in significant ways is part of that mission, and this gift further supports that mission.”

Fred Scarborough, President of the ACH Foundation added, “Arkansas Children’s Hospital is committed to improving the health of children across the entire state of Arkansas. We believe that creating easy access to subspecialty care closer to home will result in more treatment options for children, less travel for families and a faster time to healing. We are very grateful to the LPGA event and the Cancer Challenge for helping create the possibility of a healthier future for children in northwest Arkansas.”

This gift is being celebrated as part of the Century of Possibility Centennial Campaign, which will raise \$160 million in support of pediatric care, research, education and prevention programs at ACH. The campaign has already raised \$149 million and will conclude in December 2014.

***Arkansas Children’s Hospital** works to enhance, sustain and restore children’s health and development. ACH provides a statewide network of care through a pediatric teaching hospital and research institute in Little Rock, regional clinics in northwest and northeast Arkansas and a wide range of education and prevention programs throughout the state. For more information, visit www.archildrens.org.*

*The **Walmart NW Arkansas Championship Presented by P&G** has become a premier stop on the LPGA Tour. On June 23-29, 144 of the world’s best LPGA Professionals will tee it up at Pinnacle Country Club competing for a \$2,000,000 purse, and a chance to be named Champion of the 2014 Walmart NW Arkansas Championship Presented by P&G.*

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The Cancer Challenge is a non-profit organization that advocates and supports world-class cancer care in Northwest Arkansas. Its funding priorities are to prevent, treat, and rebuild lives after cancer. Since 1993, the organization has provided over \$9.5 million dollars for cancer programs and services. This year's three-day event is planned for June 19-21. To learn more, visit www.cancerchallenge.com.