



Cancer Challenge Receives \$100,000 Contribution From the Walmart NW Arkansas Championship presented by P&G

Gift represents largest ever for Cancer Challenge

ROGERS, AR (JUNE 27, 2013) – In honor of its 20th anniversary this week, the Cancer Challenge is receiving a \$100,000 contribution from the recently completed Walmart NW Arkansas Championship presented by P&G. The gift represents the largest contribution ever received by the organization.

According to Tina Waggener, executive director of the Cancer Challenge, given the size of the gift the organization's Board of Directors will now begin considering how best to apply the contribution toward one or more of the organization's key focus areas. These focus areas include preventive education, treatment, navigation and social services, and survivorship.

"On behalf of the Cancer Challenge we are thrilled to accept this gift from the tournament," said Tina Waggener, Executive Director of The Cancer Challenge. "Many more lives will be touched here in Northwest Arkansas as a result of this generosity. The tournament has become one of the jewels in our community, and their commitment to improving the quality of life here for all our citizens is commendable."

In addition to receiving this contribution, the Cancer Challenge also joined the tournament and P&G in driving awareness and donor participation in the Pantene Beautiful Links program which helps provide free wigs to women who have lost their hair due to cancer treatment including women in Northwest Arkansas. This program culminates in a special hair donor event held annually during LPGA week in Northwest Arkansas. At this year's event on June 19 at the John Q. Hammons convention center in Rogers, 344 people donated their hair toward this cause, more than double the donors from the previous year.

The 20th Cancer Challenge event takes place June 27-29 in Northwest Arkansas and consists of golf and tennis tournaments, a trap shoot, a run-walk, and the Sparkle and Spurs gala.

"The Cancer Challenge has been doing important work in Northwest Arkansas for 20 years now, and as part of our charitable outreach this year we wanted to do something of significance to support the organization's mission and outreach in this community," said Jay Allen, tournament chairman.

Allen added that as part of this year's tournament, charitable contributions and product donations totaling \$135,000 have been made to numerous organizations throughout Northwest Arkansas, increasing the charitable impact the tournament has made in the community since its inaugural event seven years ago.

Local organizations that will be benefitting from the tournament this year include: the Cancer Challenge, the Benton County and Fayetteville Boys & Girls Clubs, the Northwest Arkansas Food Bank, the Mercy Foundation, and the South Central Golf Foundation. In addition to these organizations, the Walmart Foundation as part of LPGA week made a \$25,000 grant to Dress for Success to establish a local affiliate



and also made an additional \$475,000 grant to Dress for Success to fund 15 Dress for Success Career Centers across the U.S.

The Cancer Challenge is a non-profit organization serving the Northwest Arkansas community for 20 years. To date the organization has invested more than \$10 million in local cancer services and programs serving more than 280,000 people in this community.

For more tournament information visit www.nwachampionship.com or follow the tournament on [Facebook.com/NWACHampionship](https://www.facebook.com/NWACHampionship) and on [Twitter.com/NWACHampionship](https://twitter.com/NWACHampionship).

RESOURCES:

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About the LPGA (Ladies Professional Golf Association)

The LPGA is the world's leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour consistently produces a pipeline of talent ready for the world stage. The LPGA is



headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and www.youtube.com/lpgavideo

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Octagon, (IPG: NYSE) is the world's largest sponsorship consulting practice, managing and influencing some \$3 billion in sponsorship-related spending annually. Octagon also is a pioneer and leader in athlete & personality representation and management. With more than 800+ employees worldwide, Octagon works with hundreds of blue-chip corporate clients and more than 800 athletes & personalities clients and manages more than 5,000 events per year. Octagon's Events & Hospitality team operates four professional golf tournaments, a professional bass fishing tournament and numerous first-class corporate hospitality events. To learn more about Octagon, visit: www.octagon.com