



GLENN ANDERSON
**DAY OF
GOLF**

For the Cross Cancer Institute

Presented by



Help us find a
CURE

An event by





CURE CANCER FOUNDATION

The Cure Cancer Foundation is a new grassroots movement that was founded by a group of people who each have decades of experience in raising funds for cancer research and treatment here in Alberta.

The Foundation started as a dedicated group of volunteers establishing a way to have a more direct relationship with the researchers and doctors to be able to help tell their stories and fund vital research and treatment programs.

Our primary goals are to raise money for cancer research and to end the serious battles people face every day from the moment they hear “you have cancer”.

We are passionate about finding a cure and enhancing the lives of Albertans dealing with the disease.



WHERE THE MONEY GOES



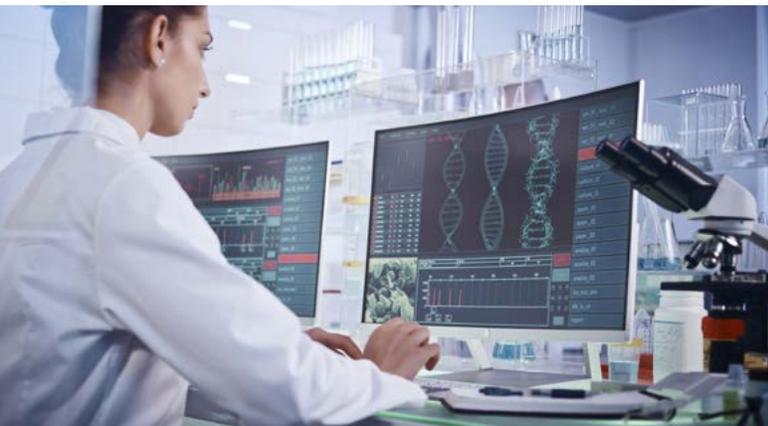
Wiping Out Cancer Cells **Dr. John Lewis**

Dr. John Lewis is researching ways to combat prostate cancer. The main killer for prostate cancer and pretty much all cancers is the spread or metastasis. So “what makes cancer spread?” Genes and proteins that are responsible for the spread are being looked at now as a means to control and eliminate metastasis. Each gene is an avenue to limit or stop the deadly spread of prostate and other cancers.

An estimated 80% of men have prostate cancer by the time they are a senior. 3% will die from it. Diagnoses by PSA test results in 80% false positive. From there, the only way to test accurately is by inserting 14 needles into the prostate. This is inefficient and causes physical and emotional distress.

Project 1 - Blood Tests

This is a project that can be started immediately. The objective is to substantially improve the PSA tests as they are unreliable. By doing a simple blood test, doctors could determine if the biopsy and subsequent surgery is needed, without subjecting patients to unnecessary and painful procedures. This will result in a higher number of accurate diagnoses and a better quality of life.



Project 2 - DNA Sequencing

By utilizing the database of prostate cancer patients, doctors are able to match the patients' cancer and the patients' genes with the most effective treatment. Building on this, trials could be completed to read the DNA sequence of men's prostate cancer to see if a drug that is already approved and showing promise in another cancer, could treat men with prostate cancer as well.

The knowledge gained from clinical trials can be translated to other cancers that spread.

NK Cell Therapy

Dr. Michael Chu

Cancer runs rampant in the body with no regard for how much life a person has left. Immunotherapy has brought about new hope in cancer treatment for patients that would otherwise, likely die. "Some cancers are responsive to drugs, but others have found ways to hide from the immune system altogether, defying our current treatment methods" says Dr. Michael Chu.

An existing treatment, known as chimeric antigen receptor (CAR) T-cell therapy overcomes this challenge by genetically reprogramming a patient's own immune cells to give it a new barcode reader capable of recognizing other cancer identifiers, therefore wiping them out without radiation or chemo. The challenge with this is that it relies on the health of the patient's cells to be able to kill off the cancerous ones.

A new evolution of this therapy involves utilizing Natural Killer (NK) cells from healthy people and injecting them into cancer patients so that these cells can be the ones to fight off the cancerous cells. This way, the treatment does not rely on the health of the patient, whose body has already been through so much.



NK-cells can be gathered through regular blood donations as they are collected along with everything else, but are not normally used.

CAR T-cells recognizing these cancer cells have led to cures in multiply relapsed acute lymphoblastic leukemia (ALL) and aggressive non-Hodgkin lymphoma (NHL). By utilizing NK-cells as well, a group of patients who would normally be palliative will have a serious chance.



With additional help and support, cell therapy trials in multiple myeloma, other lymphomas, leukemia, and some solid organ tumors are within reach.

This program brings Alberta to the cutting edge of immunotherapy research, develops local expertise, improves health economic efficiencies, and most importantly will save lives.

In a span of just over 2 years, we have been able to bring together over 100 individuals in research, medicine, and engineering to create a program capable of addressing cancers in the smallest children straight through to our seniors. Cell therapies are not limited to oncology and we hope to bring these treatments ultimately to other medical diseases such as organ transplant medicine and autoimmune diseases in the near future.

The problem is access to this technology is limited and expensive. We need your help. Your donation can make the difference between a child getting a chance at a future or succumbing to their cancer.



GLENN ANDERSON
**DAY OF
GOLF**
For the Cross Cancer Institute

Thursday, August 12TH, 2021
Derrick Golf & Winter Club

Lunch & Registration: 11:30 a.m.
Shotgun Start: 1:00 p.m.



PARTNERSHIP OPPORTUNITIES

\$10,000 VIP EXPERIENCE

(4 golfers) 10 available

- Enjoy the Post Match Dinner with a Celebrity/Cross Cancer Institute Researcher
- VIP treatment at event
- Foursome Caddy
- Prominent logo recognition on event collateral materials and activation area

\$5,000 PLATINUM PARTNER

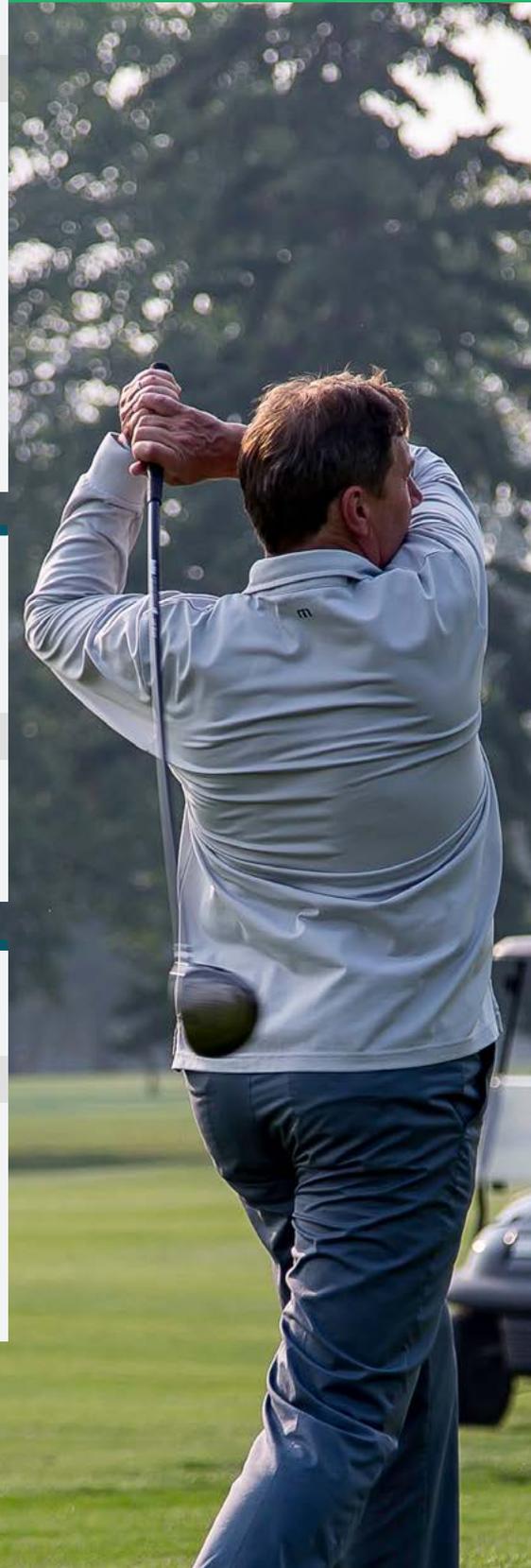
(2 golfers) 25 available

- Prominent logo recognition on selected activation area and collateral materials

PARTNER ACTIVATION OPPORTUNITIES

first-come-first-serve basis

- | | | |
|----------------------------|---------------------|----------------------|
| 1. BANQUET | 6. WINE | 10. GOLF CART |
| 2. REGISTRATION & BAG DROP | 7. DRIVING RANGE | 11. REFRESHMENT CART |
| 3. VOLUNTEERS | 8. PUTTING GREEN | 12. SCORECARD |
| 4. BAG TAG | 9. 18TH GREEN PARTY | 13. VOLUNTEER CART |
| 5. LUNCH | | |



PARTNERSHIP OPPORTUNITIES

\$3,000 **GOLD PARTNER**

(1 golfer) 40 available

- Prominent logo recognition on selected collateral materials

\$1,000 **SILVER PARTNER**

Unlimited

- Prominent logo recognition on selected collateral materials

\$500 **BRONZE PARTNER**

Unlimited

- Text listing recognition on selected collateral materials

**Hole partnerships are available.
Contact Kate Gallagher for more information
kate@kmgevents.ca**

Thank you to our partners for their support in 2019!

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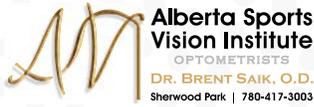
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PLATINUM PARTNERS



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DAY OF GOLF PRODUCED BY



IN PARTNERSHIP WITH



EVENT MANAGEMENT



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www.curecancerfoundation.ca