



June 12, 2009

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Article 4 – General Release

An estimated 14,000 Arkansans will be diagnosed with cancer this year and more than 6,000 Arkansans will lose their battle by the end of the year. However, right here in Northwest Arkansas, there is a fight going on to lower the number of new diagnoses, increase the chances of survival through education and early detection, and improve the quality of care through research and patient support services.

For the past 16 years, The Cancer Challenge has been making a difference in the lives of those affected by cancer, and this year, tackling the battle against cancer continues on stronger than ever. The goal this year is to raise \$730,000 to support local cancer programs and services at Community Clinic, Circle of Life Hospice, H.O.P.E. (Helping Oncology Patients Excel), NARTI, and Washington Regional Cancer Support Home.

Proceeds for these programs are generated through sponsorship and participation in a three-day sporting and social event taking place June 25-27, 2009. The June event consists of a golf tournament, adult tennis tournament, juniors' tennis tournament, trap shoot, 10k/5k run and one-mile fun walk, and a social event and auction. A Cancer Challenge motorcycle poker run and show is scheduled for August 29.

Joining the effort to tackle cancer is easy. To signup for an event or to volunteer go to www.cancerchallenge.com or call 479-273-3172.

The Cancer Challenge is a non-profit organization that raises funds for health organizations in Northwest Arkansas to support programs and services designed around the early detection, prevention, diagnosis, research and treatment of cancer.

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