



Layup 4 Lauren

Benefitting



THE CURE STARTS NOW®
www.thecurestartsnow.org



Lauren is a 19 year old brain cancer patient who entered the national spotlight with her story of her first game as a freshman basketball player at Mount St. Joseph. Complications of cancer are hindering her abilities, but her strength and determination will drive her to the opening game. Due to the immense interest in attending, the event was moved to Xavier Cintas Center on November 2, 2014 and proceeds will benefit The Cure Starts Now Foundation. **In less than an hour, all 10,000+ seats were sold out.** In addition celebrities and everyday people around the country have issued their own Layup4Lauren challenge and donated to her cause. See more at www.layup4lauren.org.

How you could help?

At the conclusion of the game, Lauren's wish was that the movement to cure cancer would not end at that game, that people would use the game to continue to fundraise with The Cure Starts Now in her honor to fund research and help fund a cure for kids like her. Schools across the country are hosting a Layup 4 Lauren Games. Schools can choose to craft the game as it works for their team and venue. Some ideas are:

- Sell tickets, merchandise or concessions to benefit The Cure Starts Now.
- Use halftime to let people do their personal Layup 4 Lauren challenge by spinning 5 times and shooting with their non-dominant hand. If you miss you need to donate (or have everyone make a donation).
- Have people available to collect donations.

Who is the Cure Starts Now?

Started in 2007 by Cincinnati residents, The Cure Starts Now Foundation, a 501(c)(3) non-profit, has revolutionized cancer research worldwide with its focus on a "homerun cure" for all cancers, starting first with those cancers that experts believe we can learn the most from. In 2014 we reached over \$2.6 million in funding which has allowed us to provide funding of new experimental treatments and research at top pediatric oncology hospitals including Cincinnati Children's Hospital. Today, our fundraising initiatives have taken many forms from the bestselling Graeter's Ice Cream Flavor of Elena's Blueberry Pie Ice Cream that sells nationwide, to campaigns at all Gold Star Chili restaurants and community partnerships with each of our 26 chapters nationwide.

If you are interested in doing your own Layup4Lauren game or challenge, please contact us by calling (513) 772-4888 or emailing us at events@thecurestartsnow.org. Thank you for your consideration.



THE CURE STARTS NOW®
www.thecurestartsnow.org

The Cure Starts Now is a 501(c)(3) recognized non-profit. FEIN 26-0269131