



## *2014 'Crosse Out Cancer' college lacrosse showcase*

This fall we are teaming up with the Cleveland Clinic and Hawken School to bring you our 7th Annual Breast '*Crosse Out Cancer*' college lacrosse showcase to benefit the Comprehensive Breast Cancer Program at Cleveland Clinic. This program provides world-class care to patients with breast cancer and is at the forefront of new and emerging clinical, translational and basic cancer research.

The event features top tier college lacrosse teams from Canisius College, Lake Erie College, Mercyhurst University, Ohio Valley, Seton Hill University, University of Indianapolis, Walsh University, Wheeling Jesuit, Brock (Canada), Adrian, Capital, Hiram College, La Roche, Kenyon College, Ohio Wesleyan University, Olivet, Saint Vincent College, Theil, The College of Wooster.

Tickets (\$10 in advance/ \$15 day of) will be available in advance at all Burning River events, by contacting Burning River at 216.373.5684 or on the day of the event. We will also be selling specially designed pink t-shirts and hoodies with all proceeds from the clothing sales being donated to the Comprehensive Breast Cancer Program at Cleveland Clinic

If you have any questions about the '*Crosse out Cancer!*' event please feel free to contact Woody Calleri at [wcalleri@brlax.net](mailto:wcalleri@brlax.net) or [216-373-5684](tel:216-373-5684) or visit our website at [www.brlax.net](http://www.brlax.net).

On behalf of the Comprehensive Breast Cancer Program at Cleveland Clinic, the Burning River Lacrosse players, coaches, and families we would like to thank you for your help and support of those dealing with breast cancer.

Sincerely

The Burning River Staff

### How Can I Help?

There are many ways to help us run the event, raise money and get the word out to local and national newspaper, television, and radio outlets about the Breast Cancer Research Lacrosse Fundraiser To Benefit The Stefanie Spielman Fund for Breast Cancer Research and its efforts to help those struggling with breast cancer and their families during their time of need. You can:

#### *Volunteer*

You can donate your time and effort to help ensure a quality event. To that end we need people to help with the following: ticket takers, concessions workers, parking, t-shirt / short sales, field preparation, ball boys, etc. If you are willing to help please contact **RON BLUE** at [ronblue99@hotmail.com](mailto:ronblue99@hotmail.com) or sign up at

<http://www.signupgenius.com/go/10c0c4daec2da2f94-breast1>

#### *Attend The Event*

We would be excited to have you, your family, friends and neighbors attend the Fundraiser and provide encouragement and support to the players. Our goal is to sell 1,500 tickets. Please come see one or all of the games.

### ***Make a Donation***

You can make a tax deductible monetary donation (even a few pennies help) to help us reach our goal of raising \$17,500 to help those struggling with breast cancer and their families during their time of need. The Stefanie Spielman Fund is recognized by the IRS as a valid 501(c) (3) organization. Click on the link to donate

<http://ccf.convio.net/goto/burningriver>

You can also donate by sending a check made out to *Cleveland Clinic* to:

Burning River Lacrosse  
2154 Arthur Ave, Suite 926  
Lakewood, OH 44107

### ***Event Gear***

We will be selling specially designed Pink Hoodies for \$35 and T-Shirts for \$15 with all the proceeds from the clothing sales being donated to the Comprehensive Breast Cancer Program at Cleveland Clinic.

### ***Endorsement***

Do you have a family member, friend, or neighbor that knows a local celebrity (sports, news, political, etc) that you could speak to about helping with the event? It could be anything from website/twitter support, to an appearance at the event.

### ***Social Networking***

Compete in one of our social media events or post the event information on your Instagram, Facebook, Twitter or LinkedIn account pages. You can send the event information to family, friends, neighbors who have served in the military. Do you/someone you know belong to an Alumni association that you could forward the information to? Do you/someone you know belong to a local group that might be willing to send the information to its members (Kiwanis, Optimist Club, etc.)

### ***Publicity***

Do you have a family member, friend, neighbor, coworker with contacts at local media outlets? If so would you be willing to contact them about doing a story on the event?