



Founded by the American Cancer Society and  
the National Association of Basketball Coaches

**CONTACT :**

Natalie Giuliani

215.985.5335

[natalie.giuliante@cancer.org](mailto:natalie.giuliante@cancer.org)

**FOR IMMEDIATE RELEASE**

August 22, 2007

**American Cancer Society Philadelphia Coaches vs. Cancer  
Tee It Up to Fight Cancer at 12<sup>th</sup> annual Jim Maloney Golf Classic**

**PHILADELPHIA** – On Monday, September 24, 2007, Philadelphia’s Division One Basketball Coaches Fran Dunphy (Temple University), Phil Martelli (Saint Joseph’s University), James “Bruiser” Flint (Drexel University), John Giannini (LaSalle University), Glen Miller (University of Pennsylvania) and Jay Wright (Villanova University) will hit the greens with 180 golfers to help fight cancer at the 12<sup>th</sup> annual American Cancer Society (ACS) Coaches vs. Cancer Jim Maloney Golf Classic. This year’s event, which will be held at the Huntingdon Valley Country Club, hopes to raise more than \$100,000 for the American Cancer Society’s life-saving research, education, advocacy and service programs available for cancer survivors in the Philadelphia area.

The day of golf begins with a shotgun start promptly at noon. Prior to the start, participants will enjoy lunch, as well as a cocktail reception and dinner to conclude the event. Comcast SportsNet celebrities Neil Hartman and Dei Lynam will be on hand to emcee the reception.

Kyle Lograsso, five year-old cancer survivor and golf prodigy of Telford, PA, will also make a special appearance at this year’s Golf Classic. Diagnosed with cancer in both eyes at the age of two, Kyle’s talent and love for the game truly inspires anyone who hears his story. His story has attracted attention from local and even national media, including *Golf Digest*, CBS’ *Evening News with Katie Couric* and HBO’s *Real Sports with Bryant Gumbel*. Learning to play golf by watching the Golf Channel at a very young age, Kyle works on perfecting his swing and dreams of one day playing against his idol Tiger Woods. After losing an eye to the disease, he surely hasn’t lost determination or sight of his goals.

“I’m proud to be a part of such a special day,” said Temple University Coach Fran Dunphy. “Being out on the course with family and friends of those touched by cancer, there’s a camaraderie there. We’re not only having fun playing a round of golf, we’re doing it all for a great cause.”

Since 1996, Coaches vs. Cancer of Philadelphia has raised more than \$3 million in the Philadelphia area. The success of the ACS Coaches vs. Cancer Jim Maloney Golf Classic would not be possible without the support of its generous corporate sponsors including

this year's presenting sponsors Samsung and Verizon Wireless, as well as Subaru of America, Oki Data of America, Sodexo and media partner Comcast SportsNet.

Additional 2007-08 Coaches vs. Cancer fundraising events include:

- Tourney Tip-Off Breakfast, March 17, 2008 at the Palestra;
- Basket*Ball* black-tie gala, April 12, 2008 at the Park Hyatt, Bellevue;
- School Initiative Program, ongoing throughout the school year, involving area elementary, junior high and high school students.

For more information about Coaches vs. Cancer of Philadelphia, contact Lisa Kaplan at 215.985.5401 or [pa.phillycoaches@cancer.org](mailto:pa.phillycoaches@cancer.org), or you can visit their Web site at [www.phillycoachesvscancer.org](http://www.phillycoachesvscancer.org).

**About the American Cancer Society**

The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer through research, education, advocacy and service. Founded in 1913 and with national headquarters in Atlanta, the Society has 14 regional Divisions and local offices in 3,400 communities, involving millions of volunteers across the United States. For more information anytime, call toll free 1.800.ACS.2345 or visit [www.cancer.org](http://www.cancer.org).

###