



FOR IMMEDIATE RELEASE

July 11, 2011

**BOBBY JACKSON FOUNDATION TO HOST THIRD ANNUAL GOLF TOURNAMENT AT
CATTI VERDERA COUNTRY CLUB SEPTEMBER 26**

Proceeds to benefit the Sacramento Valley Affiliate of Susan G. Komen for the Cure and Camp Kesem

Sacramento, Calif.- Former NBA star Bobby Jackson and the Bobby Jackson Foundation will host the Third Annual Golf Tournament at Catti Verdera Country Club golf course in Lincoln, Calif. on Monday, Sept. 26. Jackson is committed to assisting children in California who have a parent who has had or currently has cancer. The Bobby Jackson Foundation Golf Tournament will advance his cause by raising funds for Susan G. Komen for the Cure® Sacramento Valley Affiliate and Camp Kesem.

“I have long-admired the work that Susan G. Komen for the Cure has done right here in our community and am proud to support their efforts,” said Jackson. “It is also important to me to continue our partnership with Camp Kesem, an organization that brings smiles to the faces of so many youth struggling to enjoy their childhood.”

The shotgun start event will begin at noon and will feature a pink ball challenge, hole-in-one prizes, putting competitions, a longest drive contest and raffle prizes. The tournament will close with a dinner and auction at the country club with team prizes and awards.

Entry fees for the tournament are \$1,200 for a foursome or \$300 for individual contenders. Fees include a cart, greens fees, dinner and more. For more information, or to reserve a spot now, please visit www.BobbyJacksonFoundation.org or call 310-649-5222. Sponsorship opportunities are available.

ABOUT THE BOBBY JACKSON FOUNDATION - NBA Star Bobby Jackson established The Bobby Jackson Foundation at The Giving Back Fund to assist children in California who have lost a parent due to cancer or have a parent that has cancer. The Foundation helps children develop coping skills and connects them with other children who are in similar circumstances. Bobby was inspired to start the Foundation following the death of his mother to breast cancer in 2003.

ABOUT THE GIVING BACK FUND - The Giving Back Fund (GBF) is a national public charity that creates and professionally manages charitable foundations and other philanthropic programs for athletes, entertainers, business entrepreneurs, and corporations. Since our founding in 1997, GBF has created an important niche in expanding and diversifying philanthropy, particularly among young people, women and people of color. Our unique structure allows donors to direct more of their charitable dollars to causes they care about and less to administrative overhead. To date, The Giving Back Fund has provided philanthropic consulting, management and programming to more than 200 athletes, entertainers, entrepreneurs, and other high net worth individuals. GBF has overseen the distribution of more than \$30,000,000 in charitable grants within the United States and other countries, and has developed dozens of

unique scholarship, mentoring, medical, arts, and other philanthropic programs. For additional information, please visit www.GivingBack.org.

ABOUT THE SACRAMENTO VALLEY AFFILIATE OF SUSAN G. KOMEN FOR THE CURE - The Sacramento Valley Affiliate of Susan G. Komen for the Cure is working to better the lives of those facing breast cancer in our community and support research. Komen Sacramento has invested close to \$15 million in local breast health and breast cancer screening and support programs since being established in 1997. Up to 75 percent of the funds generated by the Komen Sacramento Affiliate stay in the 19-county service area. A minimum of 25 percent supports the national Komen for the Cure Award and Research Grant Program for energizing science to find the cures.

ABOUT CAMP KESEM - Camp Kesem is a national nonprofit with 23 camps across the U.S. that provide free summer camps for kids with a parent who has (or has had) cancer. Camp Kesem UC Davis serves families in the Sacramento Valley area. Dedicated college students create each camp to give children affected by a parent's cancer the opportunity to connect with peers facing similar challenges and the chance to just be kids. The ever-expanding Kesem community engages in camp activities like sports, arts and crafts, and drama to give campers a fun-filled week.

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