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Contact: Kellie Newcombe, Kure It!
(949) 428-7081
kellien@kureit.org

KURE IT! RAISES \$35,000 FOR KIDNEY CANCER RESEARCH

DURING THE KURE IT! USC 901 CLUB REUNION IN NEWPORT BEACH, CALIF.

NEWPORT BEACH, CALIF., August 31, 2009 – Kure It! Kidney Cancer Research Fund has announced that it raised \$35,000 for City of Hope’s kidney cancer research program during the inaugural Kure It! USC 901 Club Reunion. The event took place at the Newport Sports Museum in Newport Beach on August 29th.

More than 200 USC alumni and friends participated in the fundraising event which was sponsored by El Cholo. Event highlights included Lula Halfacre of Traditional Jewelers presenting a donated Rolex watch to Terry Hackett of Newport Beach who won the grand prize of the opportunity drawing. Guests were treated to a surprise appearance by USC’s Spirit of Troy Band who entertained the crowd prior to USC color commentator Paul McDonald’s forecast of the upcoming football season.

Barry Hoeven, Kure It! Founder, thanked event sponsors and guests including Apple Graphics, Hi-Time Wine Cellars and Newport Flooring Covering for their support. “We are grateful for the tremendous support of the USC family and are confident our efforts will help researchers move closer to finding a cure to kidney cancer,” said Hoeven. Hoeven went on to say that in just two short years, we have raised more than \$400,000, a testament to the importance of funding cancer research, even during this economic crisis.

About Kure It! Kidney Cancer Research Fund:

The Kure It! Kidney Cancer Research Fund is a not-for-profit affiliate fund of the City of Hope National Medical Center. Established in the spring of 2007, the Kure It! Kidney Cancer Research Fund is dedicated entirely to funding kidney cancer research under the direction of Dr. Robert Figlin, Associate Director for Clinical Oncology at the City of Hope in Los Angeles. For more information, go to www.kureit.org.

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