

For Immediate Release
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The Sugar Bowl Ski Area Teamed Up With the HERA Women's Cancer Foundation to Jam For a Cure

(May 2008 — Carbondale, CO) On February 14, 2008, Sugar Bowl teamed up with the HERA Women's Cancer Foundation and Boarding for Breast Cancer to Jam for A Cure. The event brought out almost 40 competitors to demonstrate their style on the slopes in a Dual Giant Slalom race and a rail jam. The event was so successful that Sugar Bowl has decided to make it an annual event. All entry fees went to fund research for breast and ovarian cancer.

"Jam for A Cure was a successful event which produced smiles from all the competitors as well as awareness for breast and ovarian cancer," says Jennie Bartlett, Sugar Bowl Marketing Manager. "The athletes were very excited about the competition and the causes, and said they would be back for next year's event. We hope to make that one bigger and better!" The event was made possible by the event sponsors, and Jam for a Cure raised more than \$2700 to fund research.

Home to California's only Ski Academy, Sugar Bowl is known as one of Tahoe's Best Kept Secrets and continues to offer "more fun and less hassle." For more information on Sugar Bowl and the 2009 Jam for a Cure event, visit www.sugarbowl.com.

About the HERA Foundation

The HERA Foundation is a registered 501 (c)3, whose mission is to stop the loss of mothers, daughter, wives, sisters, partners, and girlfriends from ovarian cancer by empowering women to take control of their health, empowering the medical community to find new directions in ovarian cancer research and empowering communities to provide support. For more information visit www.herafoundation.org. To schedule an interview with HERA Foundation founder Sean Patrick, please call 513.304.5835.

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