



NEWS RELEASE

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Golf to Eradicate Cancer: Dave and Cheryl Rose Classic

PROVO, UTAH –Now preparing for its third year, we are pleased to announce that Golf to Eradicate Cancer will be honored with a new name in 2018: “*Dave and Cheryl Rose Classic*”. The Classic hopes to continue to further the mission of Huntsman Cancer Foundation (HCF) to fund cancer research at Huntsman Cancer Institute (HCI) at the University of Utah in Salt Lake City.

Thanks to the unwavering support of local corporations, Utah Valley University and Brigham Young University, along with the organizational efforts of Guy G. Roche Sr, Committee Chairman, funds raised through this day of golf are being used to further the ultimate goal of eliminating cancer from the face of the earth.

The success of this event has to be attributed to the enthusiasm of its supporters. It is passion born of pain. Guy Roche lost his wife to breast cancer in 2014. If ever a couple epitomized a sole-mate union, it was Guy and Josie. Turning tragedy into a calling, he vowed to dedicate his life to raising awareness and funds for cancer research. His passion has been the driving force behind the success of Golf to Eradicate Cancer since its inaugural year, earning this tournament a reputation of excellence and providing increased hope for the future of cancer research.

BYU Basketball Coach Dave Rose and his wife, Cheryl, have also been passionately involved in the fight against cancer. Thanks to the research, treatment, and unique care of HCI, Dave overcame insurmountable odds to become one-of-five in a million to survive pancreatic cancer after being diagnosed in 2009. Cheryl has several family members currently battling this deadly disease, and lost one sister, Janet, to breast cancer. She made a pivotal promise to be her voice, and continue the fight in Janet’s name. Dave and Cheryl have been involved in many charitable events in the past, including serving as honorary chairpersons for Children with Cancer Foundation.

It is no wonder that Roche and the Roses have joined forces. Dave and Cheryl were honored to become the new namesake for the Golf to Eradicate Cancer fundraising event. “We want to enable HCI to continue its research and to find a cure for cancer,” Dave states. “That’s what the initial title of the tournament was—Golf to Eradicate Cancer—and that’s what the purpose of the event is.”

"I am grateful that we can be part of this," Cheryl says. "There are so many great charities and organizations out there, but this is the one that we've chosen to focus on and to put our efforts behind." The Rose's support of one another is evident, and their enthusiasm for this event is palpable.

"This is truly a perfect partnership," Roche adds. "I'm so honored to have them as hosts for this fundraiser. We have big plans to continue to build upon the exceptionalism that we have been able to generate in the past."

Cheryl adds, "If we all come together as a community, we can make a real impact, and that's exciting."

Dave and Cheryl Rose Classic will be held on **May 21, 2018**, at the Alpine Country Club in Highland, UT. They invite community and corporate sponsors to join them for a day of giving and golfing.

In the words of Jon M. Huntsman Sr: "There is no more important human quality than sharing with others; there is no source of true happiness more complete than an act of charity."

To learn more about this event, read more about Dave and Cheryl's story, or become involved as a sponsor or donor, please visit the website at www.golftoeradicate-cancer.org. You can make a donation directly to Huntsman Cancer Foundation from the website, or contribute prizes for the "Circle of Hope" drawing.

About Huntsman Cancer Foundation

Huntsman Cancer Foundation's sole purpose is to raise funds to support the mission of Huntsman Cancer Institute (HCI):

To understand cancer from its beginnings, to use that knowledge in the creation and improvement of cancer treatments, to relieve the suffering of cancer patients, and to provide education about cancer risk, prevention, and care.

Huntsman Cancer Foundation is dedicated to ensuring excellence in these endeavors through the development and prudent stewardship of private resources. All HCI fundraising initiatives happen through Huntsman Cancer Foundation, which is a public, fully integrated, Type 3 501(c)(3).

Editor's Note: Interview opportunities available with Dave and Cheryl Rose. Contact Kyle Chilton 801-422-4909; kyle_chilton@byu.edu, if interested.

