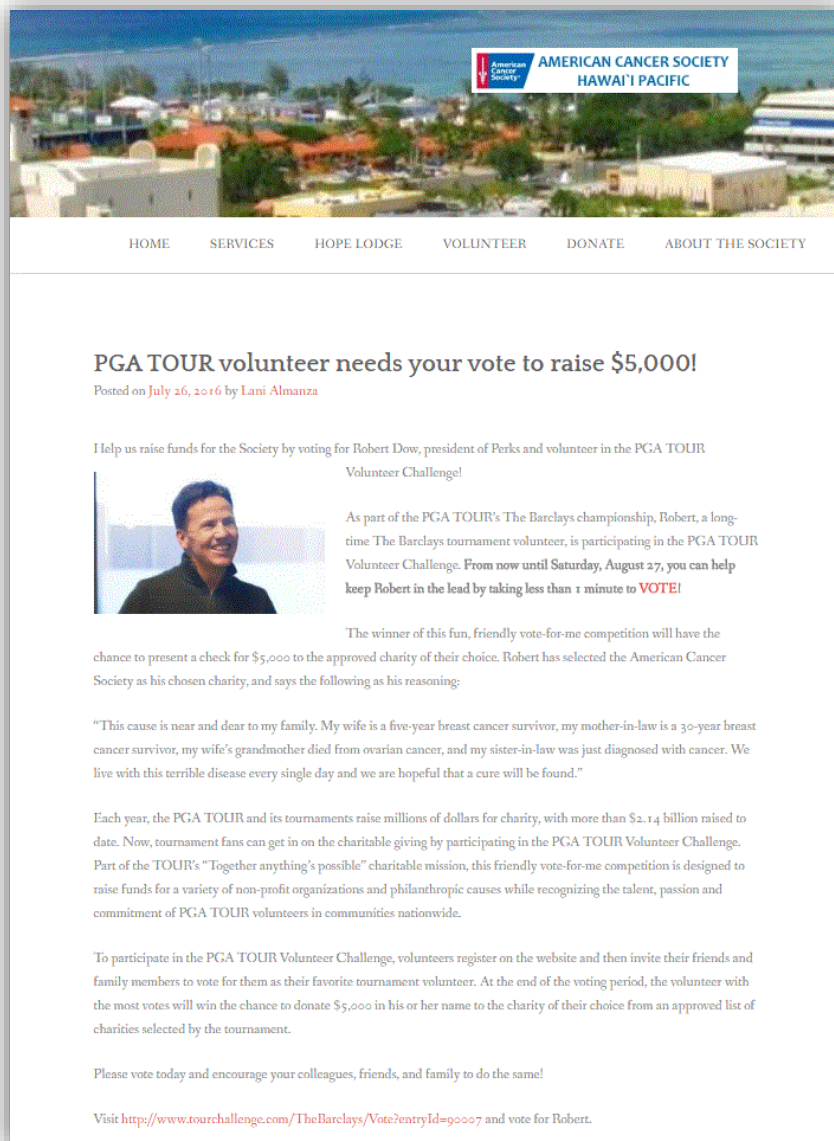


## SAMPLE MEDIA COVERAGE BY CHARITIES

### SAMPLE MEDIA COVERAGE BY CHARITY: AMERICAN CANCER SOCIETY

At The Barclays this past year, volunteer Bob Dow, aligned with the American Cancer Society in an effort to raise charitable dollars through the PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron). Dow reached out to the American Cancer Society for help in sharing the opportunity to raise charitable dollars for its organization. The American Cancer Society posted on its social media channels, as well as an article on its website. Because of the support from the American Cancer Society, Dow was the winner of the challenge.



The screenshot shows a webpage for the American Cancer Society, Hawaii Pacific. The header includes a navigation menu with links for HOME, SERVICES, HOPE LODGE, VOLUNTEER, DONATE, and ABOUT THE SOCIETY. The main content area features an article titled "PGA TOUR volunteer needs your vote to raise \$5,000!" posted on July 26, 2016, by Lani Almanza. The article includes a photo of Robert Dow and text explaining the voting challenge. A call to action at the bottom provides a URL to vote for Robert.


AMERICAN CANCER SOCIETY  
HAWAII PACIFIC

HOME SERVICES HOPE LODGE VOLUNTEER DONATE ABOUT THE SOCIETY

### PGA TOUR volunteer needs your vote to raise \$5,000!

Posted on July 26, 2016 by Lani Almanza

I help us raise funds for the Society by voting for Robert Dow, president of Perks and volunteer in the PGA TOUR Volunteer Challenge!



As part of the PGA TOUR's The Barclays championship, Robert, a long-time The Barclays tournament volunteer, is participating in the PGA TOUR Volunteer Challenge. From now until Saturday, August 27, you can help keep Robert in the lead by taking less than 1 minute to **VOTE!**

The winner of this fun, friendly vote-for-me competition will have the chance to present a check for \$5,000 to the approved charity of their choice. Robert has selected the American Cancer Society as his chosen charity, and says the following as his reasoning:

"This cause is near and dear to my family. My wife is a five-year breast cancer survivor, my mother-in-law is a 30-year breast cancer survivor, my wife's grandmother died from ovarian cancer, and my sister-in-law was just diagnosed with cancer. We live with this terrible disease every single day and we are hopeful that a cure will be found."

Each year, the PGA TOUR and its tournaments raise millions of dollars for charity, with more than \$2.14 billion raised to date. Now, tournament fans can get in on the charitable giving by participating in the PGA TOUR Volunteer Challenge. Part of the TOUR's "Together anything's possible" charitable mission, this friendly vote-for-me competition is designed to raise funds for a variety of non-profit organizations and philanthropic causes while recognizing the talent, passion and commitment of PGA TOUR volunteers in communities nationwide.

To participate in the PGA TOUR Volunteer Challenge, volunteers register on the website and then invite their friends and family members to vote for them as their favorite tournament volunteer. At the end of the voting period, the volunteer with the most votes will win the chance to donate \$5,000 in his or her name to the charity of their choice from an approved list of charities selected by the tournament.

Please vote today and encourage your colleagues, friends, and family to do the same!

Visit <http://www.tourchallenge.com/TheBarclays/Vote?entryId=90007> and vote for Robert.

## SAMPLE MEDIA COVERAGE BY CHARITIES

### SAMPLE MEDIA COVERAGE BY CHARITY: AMERICAN CANCER SOCIETY

At the 2016 Valspar Championship, volunteer, Dorothy Christman, aligned with Big Cat Rescue in an effort to raise charitable dollars through the PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron). Christman and Big Cat Rescue worked together to use social media as a means of encouraging Big Cat Rescue donors and fans to vote in the PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron). By utilizing Big Cat Rescue's massive social media following, the charity was able to help Christman win the challenge.

