



**For Immediate Release**

Contact: Rebecca Gray

603-653.3628

rebecca.gray@dartmouth.edu

## **The Prouty goes for \$3 million**

*Bolstered by \$100,000 challenge, cancer fundraiser shoots for new record*

Hanover, N.H. (April 25, 2014) – When you’re planning the 30th edition of a popular fundraiser that last year raised a record \$2.78 million, there’s only one thing to do: You go for three this year.

So when more than 5,000 participants and 1,300 volunteers descend on Hanover on July 11-12 for the 2014 event, they will, cycle, walk, row or golf toward a goal of \$3 million. All year long, “virtual” participants around the world will invent their own ways of chipping away at the goal—whether completing their own bike ride or climbing a mountain. The funds support cancer patients and cancer research at Dartmouth-Hitchcock Norris Cotton Cancer Center.

Participants received an early push from long-time local supporters of the event. The Jack & Dorothy Byrne Foundation of Hanover offered a \$100,000 challenge grant if the event raises \$100,000 more than last year’s total. The challenge comes in addition to the \$100,000 the foundation has already committed.

Norris Cotton Cancer Center Director Mark Israel, MD, knows why gifts like these are so important. “The sheer magnitude of cancer and its effect on humanity is almost beyond comprehension,” said Dr. Israel, “And perhaps the most confounding aspect of cancer is the astronomical expense—what it costs to treat; to pursue a cure; and the very, very costly toll of so many lives lost. That’s why The Prouty is important. It enables us in so many ways to make progress against this disease. We are deeply grateful to the Jack & Dorothy Byrne Foundation for motivating our thousands of participants in such a meaningful way.”

The gift also motivated Dartmouth Coach and TransCanada, already Prouty sponsors, to increase their gifts significantly in an effort to ease the way to \$2.88 million. Both companies are now top level corporate sponsors, but it is still a tall order to reach the goal. Now it’s up to the participants and their supporters.

Named for cancer patient Audrey Prouty, the Prouty was founded in 1982 by four nurses who pedaled their way across the White Mountains of New Hampshire to raise money and awareness for cancer research. The Prouty now includes one-day bicycling events ranging from 20 to 100 miles, a two-day 200 mile Prouty Ultimate ride, multiple walk routes, rowing on the nearby Connecticut River and a golf event that filled up its first year in 2013 and is adding tee times for 2014.

Prouty participants fundraise year-round, with a running total displayed on the Prouty website: [.theprouty.](http://theprouty.org) About 87 cents of every dollar raised goes directly to cancer support services and cancer research at nationally recognized Norris Cotton Cancer Center—where the infusion of philanthropic dollars often provides seed funding for ideas that then bring in additional support. In fact, in one recent five-year period, event organizer Friends of Norris Cotton Cancer Center found that \$1.2 million of Prouty Funds invested in NCCC research yielded another \$20 million in federal grants.

To see the power of Prouty fundraising, look no further than the research of this year’s Honorary Chair, Yolanda “Yoli” Sanchez, Ph.D. As a new recruit to the faculty in 2007, Sanchez received a \$17,500 Prouty Pilot Award for a promising research project on ways to stop the growth of tumor cells without harming normal cells. Sanchez then used preliminary data from that research to leverage more than \$900,000 in funding from the National Institutes of Health and philanthropy.

Along with her husband, and fellow researcher, Craig, and her daughter Sofia, Sanchez has volunteered on the Prouty course or participated in the event since 2008. She is the first researcher to serve as honorary chair.

“I’m honored to have the opportunity to express my gratitude to all of the people involved in the Prouty as participants, volunteers, donors and organizers,” said Sanchez. “I want to be sure that people know how much it means to researchers at Norris Cotton to have members of the community show up year after year to support our work on the long road of discovery. We consider participants members of our research teams, and every year I look forward to the weekend where I get to thank the Prouty members of our teams.”

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*Having begun as a cycling event, the Prouty has grown into a weekend of athletic events—walking, rowing, golfing and cycling—with the common purpose of supporting Dartmouth-Hitchcock Norris Cotton Cancer Center. The Prouty has raised more than \$20 million since its founding in 1982, when four nurses rode their bikes 100 miles to honor an inspiring cancer patient, Audrey Prouty. The Prouty weekend now draws more than 5,000 participants and 1,300 volunteers each year, with additional participants climbing mountains or creating their own “Virtual Prouty” on a bike, on a tennis court, or in an arm chair. Organized by the Friends of Norris Cotton, the events contribute nearly 87 cents of every dollar raised to support research or patient support services at the Cancer Center. Learn more about The Prouty at [.theprouty.org](http://theprouty.org).*

