

# 40 YEARS

 CURE CANCER  
FOUNDATION

40  
YEARS



GLENN ANDERSON  
DAY OF  
GOLF  
For the Cross Cancer Institute

2025

PRESENTED BY

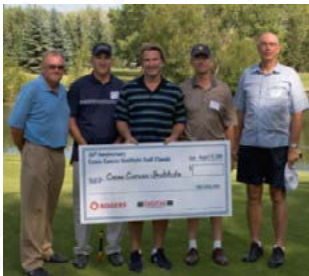
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# Celebrating Forty Years of Supporting Cancer Research

## About the Glenn Anderson Day of Golf for the Cross Cancer Institute



This year marks the 40th anniversary of the Glenn Anderson Day of Golf. Our tournament has raised nearly \$20 million for Alberta cancer research, treatments/equipment, and patient care thanks to the support of our generous donors, volunteers, golfers, and partners.

It all began in 1985 when Edmonton Oilers superstar Glenn Anderson sought new ways to support his local community.

During that hockey season, Acklands Grainger offered to donate a thousand dollars to the Cross Cancer Institute for every goal that Glenn scored. Cal Nichols, a former part-owner of the Edmonton Oilers, agreed to match the donation. Glenn scored over 50 goals that season, leading to a \$100,000 donation to the Cross.

Building on that success, discussions began about having a golf tournament to raise additional funds for cancer research. Cal Nichols used his business connections to find sponsors for the event. The inaugural tournament attracted 154 golfers and raised \$55,000.

The Glenn Anderson Day of Golf has gone on to help fund revolutionary made-in-Alberta cancer research and treatments, such as the groundbreaking Linac-MR.

None of this would have been possible without our incredible long-time supporters, whose dedication and commitment have made a lasting impact in the fight against cancer.





**Thursday, August 7, 2025**  
**Derrick Golf & Winter Club**

Lunch & Registration: 11:30 am  
Shotgun Start: 1:00 pm

## What is Immunotherapy?

Immunotherapy is revolutionizing cancer treatment by taking a bold, innovative approach distinct from chemotherapy, radiation, and surgery—the traditional options for the past 50 years. Dr. Chu, a clinician scientist working at the Cross Cancer Institute, explains, “Immunotherapy is a new way of attacking cancer.”

Cancer develops when it outsmarts the body’s immune system, rendering it unable to fight back. Immunotherapy reawakens the immune system, enabling it to recognize and destroy cancer cells once more.

One cutting-edge form of immunotherapy, chimeric antigen receptor (CAR) T-cell therapy, takes the patient’s T-cells and genetically manipulates them to add chimeric antigen receptors onto them. This acts as a new barcode reader, helping the T-cell recognize cancer and activating the T-cell. Once the immune system can identify cancer cells again, the host has a better chance of fighting the disease.

This year, proceeds from the Day of Golf Tournament will in part support the creation of a state-of-the-art immunotherapy lab at the Cross Cancer Institute. Establishing immunotherapy infrastructure in Alberta will drastically reduce treatment costs, making life-saving options accessible to children and adults battling cancer.



**Dr. Michael Chu,**  
Clinician Scientist,  
Cross Cancer Institute

### Why Your Support Matters:

**80%**

Response rate of  
CAR T-cell therapies

**90%**

Reduction of treatment costs thanks  
to in-house manufacturing

**12x**

More patients treated  
than current systems

**120**

Additional patients treated yearly who  
otherwise wouldn’t have access

# 2025 MAJOR PARTNERSHIPS

## **\$10,000** **VIP EXPERIENCE**

4 Golfers

- ▶ Enjoy the Post-match Dinner with a Celebrity/  
Cross Cancer Institute Researcher
- ▶ VIP treatment at the event
- ▶ Foursome caddy
- ▶ Prominent logo recognition on event collateral  
materials and activation area

## **\$5,000** **PLATINUM PARTNER**

2 Golfers

- ▶ Prominent logo recognition on event collateral  
materials and activation area

## **\$3,000** **GOLD PARTNER**

1 Golfer

- ▶ Prominent logo recognition on selected  
collateral materials



# 2025 ON COURSE PARTNERSHIPS

## \$10,000 - \$1,500

On Course Activation Partners will receive:

- ▶ Prominent name/logo recognition for the specific activation chosen
- ▶ Inclusion in the tournament program and on the tournament website
- ▶ Right of first refusal for 2026 partnership
- ▶ Inclusion in professional event photography of the specific activation, including any signage
- ▶ Post-event appreciation promotions shared with all attendees plus Cure Cancer Foundation supporters

### On Course Activations Available

*NOTE: Partnerships with a \* include in-person engagement opportunities (to be discussed)*

- ▶ Banquet Dinner/Auction\* ..... **\$10,000**
- ▶ Tournament Kick Off Lunch\* ..... **\$5,000**
- ▶ Welcome Area\* (Registration/Bag Drop) ..... **\$3,000**
- ▶ Golf Bag Tags ..... **\$3,000**
- ▶ Golf Carts ..... **\$2,500**
- ▶ Golfer Scorecards ..... **\$2,500**
- ▶ Driving Range\* ..... **\$2,500**
- ▶ Putting Green\* ..... **\$2,500**
- ▶ 18th Green Party\* ..... **\$2,500**
- ▶ Holes\* (Separate details available) ..... **\$2,500**
- ▶ Volunteers ..... **\$1,500**
- ▶ Wine\* ..... **\$1,500**

Become a partner today at [contactus@curecancerfoundation.ca](mailto:contactus@curecancerfoundation.ca)

# 2025 HOLE PARTNERSHIPS

## \$2,500 Tee Box Partner

- ▶ Prominent name/logo recognition on designated hole plus in tournament program and on event website
- ▶ On-hole, choice of activation opportunity with one-to-one engagement/networking with golfers and other event partners and VIPs
- ▶ Post-event appreciation promotions shared with all attendees plus Cure Cancer Foundation supporters
- ▶ Event-day support including: transportation to/from hole, tent (*if required*), table & 2 chairs, ice before/during golf (*if requested*), water, snacks and breaks (*as needed*)
- ▶ Inclusion in professional event photography
- ▶ Discounted Hole-In-One insurance available (*for applicable holes*)
- ▶ Right of first refusal for 2026 partnership

## \$1,500 Green Partner

- ▶ Prominent name/logo recognition on designated hole plus in tournament program and on event website
- ▶ On-hole, choice of activation opportunity with one-to-one engagement/networking with golfers and other event partners and VIPs
- ▶ Post-event appreciation promotions shared with all attendees plus Cure Cancer Foundation supporters
- ▶ Event-day support including: transportation to/from hole, tent (*if required*), table & 2 chairs, ice before/during golf (*if requested*), water, snacks and breaks (*as needed*)
- ▶ Inclusion in professional event photography
- ▶ Right of first refusal for 2026 partnership

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The Cure Cancer Foundation is a grassroots movement started by a group of caring individuals with decades of experience in raising funds for cancer research and treatment right here in Alberta.



The Foundation started as a dedicated group of volunteers who built direct relationships with the researchers and doctors to help tell their stories and fund critical research and treatment programs.

Our primary goals are to raise money for cancer research and to end the relentless battles people face every day from the moment they hear “you have cancer.”

**We’re passionate about finding a cure and improving the lives of Albertans with cancer.**



# Help us find a cure today.

## 2025 Day of Golf Committee Chair

Michelle Rose

## 2025 Day of Golf Committee Members

Anita McGillis

Barrie Stafford

Bart Hunter

Blaine MacMillan

Brendan Connolly

Brent Saik

Cory Janssen

Darin Stuckey

Darrell Pearson

Darren Baumgardner

Dean Heuman

Guy Mersereau

Humza Jutt

Joe Feraco

Kelsi McKinnon

Kevin Zentner

Kris Mauthe

Lylle Kephart

Michelle Rose

Pat Garland

Peter Inglis

Peter Wilkes

Reid Johnson

Rhonda Hjorth

Sean Curran

Simone Reese

Tim Boston

DAY OF GOLF PRODUCED BY



IN PARTNERSHIP WITH



UNIVERSITY  
OF ALBERTA



ALBERTA  
CANCER  
FOUNDATION

Thanks to all our 2024 partners. See complete list of partners at [ccfgolf.ca/our-partners/](https://ccfgolf.ca/our-partners/)

### Event Management

For more information:

[contactus@curecancerfoundation.ca](mailto:contactus@curecancerfoundation.ca)



### Brian Anstice and Barrie Stafford

Hope, leadership and unwavering dedication to advancing cancer research and Patient care in Alberta.

[curecancerfoundation.ca](https://curecancerfoundation.ca)