

All-In to Fight Cancer

Betting for a cure

All bets were good on March 12 at the Fillmore. They helped raise funds to eventually force cancer to fold its final hand. The **All-In to Fight Cancer Texas Hold'em** benefit tournament was started in 2010 to honor the memory of its founders' friend, Rob Eubank, an avid poker player. He succumbed to colon cancer too early in life. Each year, the tournament has become more popular – this year boasting approximately 400 attendees and 150 players.

This has allowed All-In to Fight Cancer to donate \$100,000 since its inaugural event. The funds raised will go to the **GoJenGo Foundation** to help families affected by breast cancer; the cycling event, **24 Hours of Booty**, for cancer research and the **Presbyterian Cancer Center's Nurse Navigator Program**, which helps cancer patients explore their resources and find help.

"We try to keep everything within the Charlotte community," said Brittany Forrester, Marketing Coordinator for All-In to Fight Cancer. "There are so many valuable

organizations here in Charlotte that could benefit from the funds we are able to raise." Jon Luther, front man of the band The Whiskey Dollars and proprietor of JJ's Red Hots, donated entertainment and catering for the event, that satisfied the guests with a jam-band style sound and the delightfulness of hot dogs. ■

get involved

All-In to Fight Cancer
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www.facebook.com/pages/All-In-to-Fight-Cancer

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- Collectively those events have raised more than \$10 million for local non-profit organizations
- Highlighted the work of those helping to improve the lives of others
- Covered the tireless work of our community volunteers that make it all happen

Paige Roselle, *Publisher* and Craig Moon, *Chairman*.

OUR MISSION: TO RECOGNIZE AND PROMOTE OUR LOCAL NON-PROFIT ORGANIZATIONS.

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