

Surfing for a Cure: Luau and Longboard Invitational Raises Funds for Cancer Research at UC San Diego on August 22 at Scripps Pier in La Jolla

Local biotech leader, volunteer and cancer survivor Connie Matsui to be honored

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Kim Wenrick

In a surfing tradition going back 17 years, San Diego beachgoers have been entertained by respected surfers, business leaders, community members and cancer survivors "surfing for a cure" at the annual Moores UCSD Cancer Center Luau and Longboard Invitational. Held this year at UC San Diego's Scripps Institution of Oceanography on Sunday, August 22, cancer research supporters as well as members of the general public once again have the opportunity to join the aloha spirit, viewing professional surfing at the longboard invitational and contributing to the quest for a cure for cancer at the luau.

"The Luau and Longboard Invitational is an exceptional event which illustrates, year after year, the powerful support from the local community and businesses for our research," said Dennis Carson, M.D., professor of medicine and director of the Moores UCSD Cancer Center. "Generous donations to the event support our mission to translate promising scientific discoveries into new and better options for the care of our patients. With each day, we move one step closer to finding a cure for cancer."

"The Luau and Longboard Invitational unites the caring community in a universal cause," said event co-chair Greg Gorgas. "It's one of the most successful surfing fundraisers in the world, and to date has raised more than \$4.7 million for research at the Moores UCSD Cancer Center, the region's only National Cancer Center Institute-designated comprehensive cancer center." As in previous years, the surf teams that are sponsored by companies are made up of four team members selected by the sponsors and joined by a randomly assigned surf "legend." Any surfer interested in competing in the invitational and supporting cancer research can also earn a spot on a team - side-by-side with a surf legend - by raising \$2,500, which will also earn two tickets to the luau.

"There are always so many people who want to get involved that opening up the competition to the public and letting more people have the chance to participate was an easy decision," said Woodie Perrin, event co-chair. "With about 100 people competing on 20 teams, it's a great sight to see and a lot of fun."

Free to the public for viewing, the tournament will take place at Scripps Pier in La Jolla beginning at 7 a.m. and will continue for most of the morning. Teams will compete for trophies, but the emphasis is on participation and support for cancer research, rather than on skill level. Spectators will be able to follow the competition with a "play-by-play" announcer, as well as enjoy surf-style music by the Duo-Tones and performances by the Healii's Polynesian Revue. They will also have the chance to gather surf legend autographs, participate in an opportunity drawing for a custom surfboard and purchase commemorative Luau and Longboard Invitational merchandise. At 11:30 a.m., a ceremonial conch will be blown to signal the beginning of the luau for ticket-holders, which will feature a traditional Polynesian buffet, live music and dance presentations, as well as live and silent auctions for one-of-a-kind surf memorabilia.

Another highlight of the event is the presentation of the Rell Sunn "Queen of Makaha" Award, established in memory of Rell Sunn, a Hawaiian surfer and longtime Luau and Longboard Invitational supporter who lost

her battle with breast cancer. This year's recipient is Connie Matsui, former executive vice president of Biogen Idec, an active volunteer leader and a cancer survivor herself. While her leadership helped bring Rituxan, an immunotherapy drug used to treat non-Hodgkin's Lymphoma and a variety of other cancers, to patients worldwide, her mentoring, especially of women and girls, provides the foundation for the leaders of the next generation. Connie chaired the National Board of the Girl Scouts from 1999 to 2002, and she was inducted into the Stanford Alumni Hall of Fame in recognition of her corporate and volunteer leadership in improving the quality of life of patients and of girls and women.

For the third year in a row, Pfizer will support the event as title sponsor. As part of their sponsorship, the biopharmaceutical company will support its own team of surfing scientists, as well as the Thrivers Team, which is made up of surfers who have successfully fought cancer.

"We are proud to support and participate in the Luau and Longboard Invitational again this year," said Catherine Mackey, Ph.D., senior vice president and site director of Pfizer La Jolla Laboratories. "This event helps raise awareness of the innovative research into the causes and treatments for cancer conducted by researchers at facilities like Moores UCSD Cancer Center and Pfizer La Jolla."

The surfing competition is free for viewing; a ticket to the luau fundraiser is \$150. For more information about sponsorship opportunities, team entries, tickets and event activities, contact the Moores UCSD Cancer Center at (858) 822-1328, or visit the event website at <http://www.longboardluau.org>.

Media Contact: Kim Wenrick, 858-534-4132, kwenrick@ucsd.edu Jade Griffin, 858-822-5309, jadegriffin@ucsd.edu

