

Topgolf Partners with MD Anderson to Help End Cancer

Topgolf to raise awareness and fundraise for research and programs that promote healthy lifestyles as a way to reduce cancer risk

HOUSTON, May 15, 2017 /PRNewswire/ -- Global sports entertainment leader **Topgolf**[®] today announced its alliance with [The University of Texas MD Anderson Cancer Center](#). This alliance aims to support those touched by cancer, educate Topgolf guests about sun safety habits to prevent skin cancer, and fundraise for research and programs that help reduce cancer risks through a healthy lifestyle.

"Cancer touches nearly everyone, directly or indirectly, which is why Topgolf is proud to support MD Anderson's mission to end cancer," said Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#). "Maintaining an active lifestyle can play a role in reducing risk factors for the disease. We are partnering with one of the world's leading cancer research institutions to inspire healthy behaviors and, hopefully, save lives."

To kick off the alliance in May during Skin Cancer Awareness Month, Topgolf guests at venues across the U.S. will receive life-saving sun safety tips from MD Anderson experts to help prevent skin cancer.

During July, guests can join Topgolf in raising funds to end cancer. By making a minimum \$5 donation, donors will receive a \$10 off game play coupon, valid for use on a return visit to Topgolf. All funds raised through the Topgolf End Cancer Campaign will support programs and research in the Center for Energy Balance in Cancer Prevention and Survivorship at MD Anderson, which aims to better understand the connection between a healthy lifestyle and cancer. Programs funded through this effort include:

- **Active Living After Cancer:** a program that improves the quality of life for sedentary cancer survivors across the country, particularly those from medically underserved populations, by promoting physical activity and providing assistance on issues of survivorship
- **Steps2Health:** a real-time intervention delivered through a mobile app that provides personalized physical activity goals and uses gamification strategies to increase physical activity among cancer survivors during and after treatment

Approximately half of all cancer cases in the U.S. could be prevented by lifestyle changes that include sun safety, a healthy weight, healthy diet and physical activity. In addition to prevention efforts, MD Anderson is developing tomorrow's cancer treatments today through the nation's largest clinical research program, with more than 9,400 patients enrolled in approximately 1,200 clinical trials last year.

"Our new collaboration with Topgolf provides MD Anderson a valuable opportunity to extend cancer prevention and education messaging to new, younger audiences across the U.S.," said Tom Buchholz, M.D., physician-in-chief, MD Anderson. "As the next generation of cancer fighters, millennials are critical to helping MD Anderson achieve its mission to eliminate cancer. By implementing healthy habits early in life, the risk of developing cancer later is drastically reduced."

About MD Anderson

[The University of Texas MD Anderson Cancer Center](#) in Houston ranks as one of the world's most respected centers focused on cancer patient care, research, education and prevention. The institution's sole mission is to end cancer for patients and their families around the world. MD Anderson is one of only 47 comprehensive cancer centers designated by the National Cancer Institute (NCI). MD Anderson is ranked No. 1 for cancer care in U.S. News & World Report's "Best Hospitals" survey. It has ranked as one of the nation's top two hospitals since the survey began in 1990, and has ranked first for nine of the past 10 years. MD Anderson receives a

cancer center support grant from the NCI of the National Institutes of Health (P30 CA01672).

About Topgolf


Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, family outing, happy hour, work breakfast, lunch hour or any other kind of hour, Topgolf makes socializing a sport – literally. Through the premium experience of Play, Food and Music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 32 venues entertaining 10.5 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit www.topgolf.com.

Media Contacts:

Adrienne Chance
Director of Corporate Communications, Topgolf
214-501-5025
press@topgolf.com

Leslie Friedman
Senior Communications Specialist
The University of Texas MD Anderson Cancer Center
713-563-9340
lkfriedman@mdanderson.org

SOURCE Topgolf

Additional assets available online:  [Photos \(1\)](#)

<http://press.topgolf.com/2017-05-15-Topgolf-Partners-with-MD-Anderson-to-Help-End-Cancer>