

Topgolf Raises \$50,000 to Help End Cancer

Topgolf's partnership with MD Anderson helped raise awareness and fundraise for research and programs that promote healthy lifestyles as a way to reduce cancer risk

HOUSTON, Dec. 6, 2017 /PRNewswire/ -- Global sports entertainment leader **Topgolf**[®] raised \$50,000 for its partner [The University of Texas MD Anderson Cancer](#). The partnership, which began in May, supports those affected by cancer and educates Topgolf guests and associates on cancer prevention.

Throughout July and August, Topgolf guests joined the company in raising funds to help end cancer. By making a minimum \$5 contribution, donors received 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 at [MD Anderson's Center for Energy Balance in Cancer Prevention and Survivorship](#), which aims to improve interventions that modify unhealthy behaviors in people at risk for cancer, patients and survivors, and to deliver innovative change at the clinical level.

"We are grateful to Topgolf and its guests for raising \$50,000 during Topgolf's End Cancer campaign this summer," said Karen Basen-Engquist, Ph.D., professor of Behavioral Science and director of The Center for Energy Balance in Cancer Prevention and Survivorship at MD Anderson. "These funds will help us advance the center's efforts to bridge the gaps in knowledge of the relationships among physical activity, nutrition, obesity and cancer to develop more effective cancer prevention tools and improve quality of life throughout treatment and survivorship."

The Center for Energy Balance research advances the science related to cancer prevention and survivorship-related interventions; the ways in which key energy balance concepts affect cancer biomarkers; and the biological and psychosocial mechanisms behind weight, eating behavior and physical activity.


"It has been a privilege to support MD Anderson through Topgolf's End Cancer campaign that raised \$50,000 for The Center for Energy Balance," said Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#). "Our hope is that these funds will continue to support and inspire an active lifestyle that will, in result, eradicate cancer for all individuals."

About Topgolf

What started with twin brothers developing a technology to make golf scoring fun, has turned into a global brand focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. With 37 venues entertaining more than 10.5 million Guests annually, original content shows, next-gen simulator lounges, competitive tours, pop-up social experiences and the world's largest digital golf audience, Topgolf is truly everyone's game. To learn more and view exclusive digital content, follow @Topgolf or visit www.topgolf.com.

Media Contact:

Adrienne Chance
Director of Corporate Communications, Topgolf
Ph: (214) 501-5025
E-mail: press@topgolf.com

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