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Contact: Rachel Schwartz/PR AdvantEDGE, Inc.  
310.990.2764  
rachel@pr-a.biz

## Tower Cancer Research Foundation



### **Scores of Hollywood Celebrities Bet Big and Ante Up for A Cancer Free Generation at Tower Cancer Research Foundation's Poker Tournament to support Young Research Talent on Saturday, June 7th, 2014 in Los Angeles**

Los Angeles, CA, June 3, 2014 – TV icon Jason Alexander, along with dozens of stars from TV, sports, music and film will bet big to support talented young cancer researchers and change the future of cancer at Tower Cancer Research Foundation's (TCRF) Inaugural Cancer Free Generation Poker Tournament and Casino Night on Saturday, June 7, 2014 at the Sofitel Hotel, Riviera 31, 8555 Beverly Blvd, Los Angeles, CA 90048. Red carpet arrivals begin at 6:00 PM PST.

The event has attracted the support of numerous celebrities, including (alphabetically by first name) AJ Buckley (CSI NY), Alexis Bellino & Jim Bellino (Real Housewives of Orange County), Ashlyn Pearce (The Bold and the Beautiful), Carl Weathers (Rocky), Christine Bently (Ballers-HBO), Corey Maggette (Detroit Pistons), Erik Valdez (General Hospital), Gilles Marini (Switched at Birth/Dancing With The Stars/Sex and the City), Golnesa "GG" Gharachedaghi (Shahs of Sunset), Gretchen Rossi & Slade Smiley (Real Housewives of Orange County/Marriage Boot Camp), Katie Cleary (America's Next Top Model, Ironman 2), Kiptyn Locke (The Bachelorette), Lil' Mama (hip hop recording artist), Maryse Ouellet (WWE Diva), Michael Vartan (Alias, Bates Motel), Nicholas Gonzalez (Sleepy Hollow, Resurrection), Nyambi Nyambi (Mike and Molly), Quinton Aaron (The Blind Side), Ryan Cabrera (pop rock singer/musician), Shanna Moakler (VH1 Hollywood Exes), Tony Denison (Major Crimes), Vanessa Marcil (Las Vegas), Torrie Wilson (WWE Diva/Playmate).

Cancer Free Generation (CFG) is the young leadership division of Tower Cancer Research Foundation. CFG seeks to identify, among their peers in Southern California, visionary and innovative doctors, medical professionals and researchers and enable them to discover and implement new ideas and techniques to conquer cancer. Additionally, CFG's efforts support young people and their families who have been impacted by cancer, so that they may approach life with renewed strength and optimism. With this dual approach, CFG's goal is to help ensure that the next generation becomes the first cancer free generation.

TCRF has been the Southern California cancer patient's greatest ally since 1996. The foundation is known for its stellar reputation professionally vetting cancer research programs and maximizing the impact of donor-investors. TCRF provides grants for clinical trials, innovative cancer research, caring patient support and community education. In line with its mission to advance local cancer research on every level, TCRF supports pioneering and talented physician scientists with awards of annual grants to those doing cutting edge bench-to-bedside lab research. TCRF's patient support services include patient mentoring, cancer support groups, free groundbreaking workshops and support for caregivers. TCRF's Cancer Information and Resource Telephone Help Line, staffed by professional social workers, is a free service to help cancer patients and their families cope with the complexities and challenges of a cancer diagnosis and cancer treatment.

Poker & Casino Prizes Include: PokerStars supporting a Cancer Free Generation by donating an Entrance into the PokerStars Caribbean Adventure Main Event in the Bahamas, valued at \$10,000; 5 Night stay at the Trump International Waikiki, Hawaii; 2 Los Angeles Lakers Floor Seats.

Raffle and Silent Auction Items Include: Red Hot Chili Peppers autographed guitars; Private tour and Night at the Magic Castle Hollywood; Santa Anita "A Day at the Races" Package; and much more.

Tickets may be purchased at <http://towercancer.org/component/content/article/18-tcrfevents/162-cancer-free-generation-poker-night> or by calling 310.299.8477.

Media RSVP and Talent Inquiries: [rachel@pr-a.biz](mailto:rachel@pr-a.biz).

**ABOUT TOWER CANCER RESEARCH FOUNDATION** Founded in 1996 and primarily focused on Southern California, TCRF provides grants for clinical trials, innovative research, caring patient support and community education to promote more effective treatments for cancer and blood disorders. As a leading boutique cancer research foundation in Southern California, TCRF has raised over \$25 million in the last decade. These resources, which are donor directed, have funded specific programs that are professionally vetted by committees comprised of local scientific and community leaders. In addition, TCRF awards several \$100,000 grants annually to young pioneering physician scientists engaged in groundbreaking bench-to-bedside research. While there are many brilliant scientists performing cancer research, TCRF recognizes the importance of nurturing the local pool of rich research talent because important breakthroughs have come from unexpected directions and provided new perspectives. [www.towercancer.org](http://www.towercancer.org)