

**FOR IMMEDIATE RELEASE**

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**Share your ‘big ideas’ with the Jimmy Fund to support cancer research and care**

*Competition launched today to create new fundraiser for the Jimmy Fund*

**BOSTON**– The [Jimmy Fund Big Ideas Contest](#) launched today, seeking the public’s ideas for a new fundraiser to benefit cancer research and patient care at [Dana-Farber Cancer Institute](#), one of the country’s leading cancer institutions.

Contest submissions may include (but are not limited to) an idea for a new event, smartphone app, viral campaign, or corporate promotion. The contest is open to anyone with creative fundraising ideas for the iconic New England charity and runs until 11:59 p.m. EDT on April 26, 2015. In addition to helping support the Jimmy Fund’s mission of advancing adult and pediatric cancer care and research at Dana-Farber, participants will compete to be one of five finalists who will present their idea at the Jimmy Fund Big Ideas judging event on June 10 at the Joseph B. Martin Conference Center at Harvard Medical School. A panel consisting of national CEOs and business leaders will review the submissions, mentor the finalists, and select a winner.

The Jimmy Fund Big Ideas Contest’s grand prize winner will receive: Boston Red Sox and New England Patriots experience packages, Apple iPad, Friendly’s Ice Cream for a year, Stop & Shop gift cards and lunch with the judge of their choice and Edward J. Benz, Jr., MD, president and CEO of Dana-Farber. Four finalists will receive prizes including more than \$500 in gift cards and merchandise, and Boston Red Sox and New England Patriots tickets.

“This contest helps us find creative ways to engage new donors and supporters for the Jimmy Fund and Dana-Farber in our work to help conquer cancer,” said Susan S. Paresky, senior vice president for Development at Dana-Farber Cancer Institute and the Jimmy Fund. “We have

esteemed judges from leading corporations who, in addition to selecting the winning idea, will also mentor participants.”

The contest’s panel of judges this year includes: John Donohue, Chairman, President, and CEO, Arbella Insurance Group; Bill Fine, President and General Manager, WCVB-TV/Channel 5; Pam Hamlin, Global President, Managing Partner, Arnold Worldwide; Daniel Kraft, President, The Kraft Group – International; Larry Lucchino, President and CEO, Boston Red Sox; John Maguire, CEO, Friendly’s Ice Cream; and Laura Sen, President and CEO, BJ’s Wholesale Club. The Official Media Sponsor is WCVB-TV/Channel 5.

The competition seeks creative and sustainable fundraising ideas that would raise approximately \$100,000 or more each year for the Jimmy Fund. Individuals or teams of up to four people are permitted to enter the contest. Dana-Farber and Jimmy Fund employees are allowed to enter the contest, but are not eligible for prizes.

The Jimmy Fund Big Ideas Contest was first held in 2013 and drew over 150 entrees from 10 different states. Several finalist ideas were implemented, including Cheer for Dana-Farber<sup>SM</sup>, a program where cheerleading squads from across the region compete to raise money for Dana-Farber and the Jimmy Fund. The squads that raise the most money are entered into a drawing for a chance to perform at a New England Patriots game. Over the past two years, this event has raised more than \$155,000 and continues to grow.

The contest’s rules, information on the entry process, and the submission form are available online at [JimmyFundBigIdeas.org](http://JimmyFundBigIdeas.org). Participants must be 18 years of age or older and be a resident of the United States in order to be eligible to win.

### **About the Jimmy Fund**

The Jimmy Fund ([www.JimmyFund.org](http://www.JimmyFund.org)) solely supports Boston’s Dana-Farber Cancer Institute, raising funds for adult and pediatric cancer care and research to improve the chances of survival for cancer patients around the world. It is an official charity of the Boston Red Sox, as well as the official charity of the Massachusetts Chiefs of Police Association, the Pan-Mass Challenge,

and the Variety Children's Charity of New England. Since 1948, the generosity of millions of people has helped the Jimmy Fund save countless lives and reduce the burden of cancer for patients and families worldwide. Follow the Jimmy Fund on Facebook:

[www.facebook.com/thejimmyfund](http://www.facebook.com/thejimmyfund) and on Twitter: [@TheJimmyFund](https://twitter.com/TheJimmyFund).

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