

THE  FOUNDATION®
for Cancer Research

THERE ARE THREE THINGS WE ALL SHOULD DO EVERY DAY. NUMBER ONE IS **LAUGH**. YOU SHOULD LAUGH EVERY DAY. NUMBER TWO IS **THINK**. YOU SHOULD SPEND SOME TIME IN THOUGHT. NUMBER THREE IS, YOU SHOULD HAVE YOUR **EMOTIONS MOVED TO TEARS**

IF YOU LAUGH, YOU THINK, AND YOU CRY, THAT'S A FULL DAY. THAT'S A HECK OF A DAY. YOU DO THAT SEVEN DAYS A WEEK, YOU'RE GOING TO HAVE **SOMETHING SPECIAL**

I ALWAYS HAVE TO THINK ABOUT WHAT'S IMPORTANT IN LIFE TO ME ARE THESE 3 THINGS. **WHERE YOU STARTED**, WHERE YOU **ARE** AND WHERE YOU'RE **GOING TO BE**

I URGE ALL OF YOU, ALL OF YOU, TO **ENJOY YOUR LIFE**, THE PRECIOUS MOMENTS YOU HAVE. TO SPEND EACH DAY WITH SOME LAUGHTER AND SOME THOUGHT, TO **GET YOUR EMOTIONS GOING**

WE NEED YOUR **HELP** I NEED YOUR HELP. WE NEED MONEY FOR **RESEARCH**

IT MAY NOT SAVE MY LIFE. **IT MAY SAVE MY CHILDREN'S LIVES**. IT MAY **SAVE SOMEONE YOU LOVE**

CANCER CAN TAKE AWAY ALL MY PHYSICAL ABILITIES. IT CANNOT TOUCH MY **MIND**, IT CANNOT TOUCH MY **HEART** AND IT CANNOT TOUCH MY **SOUL**. AND THOSE THREE THINGS ARE GOING TO **CARRY ON FOREVER**

DON'T GIVE UP...DON'T EVER GIVE UP!

THE V FOUNDATION WINE CELEBRATION
AUGUST 1-3, 2013

15

THE V FOUNDATION BOARD OF DIRECTORS 2013

Jim Allegro
Emeritus Director
Retired Executive Vice President
ESPN, Inc.

Julie Allegro
General Partner
Allegro Venture Partners
Co-Founder & Chairwoman
V Foundation Wine Celebration

Robert C. Bast, Jr., MD
Vice President for Translational Research
MD Anderson Cancer Center - Houston

George Bodenheimer
Executive Chairman
ESPN, Inc.

Steven M. Bornstein
President and Chief Executive Officer
NFL Network

Bill Cosby

George W. Dennis III
Managing Partner
Teague Campbell Dennis & Gorham, LLP

David Fay
Retired Executive Director
United States Golf Association

Rosa M. Gatti
Senior Vice President,
Communications Counsel
and Corporate Outreach
ESPN, Inc.

Philip H. Knight
Chairman
Nike, Inc.

Michael W. Krzyzewski
Head Coach, Men's Basketball
Duke University

Eric Lautenbach
Director College Basketball
Sports Marketing
Nike, Inc.

Carl Liebert III
President and Chief Executive Officer
24 Hour Fitness Worldwide

Robert E. Lloyd
Chairman
The V Foundation for Cancer Research

F.J. "Joe" Loughrey
Retired President and Vice Chairman
Cummins Inc.

Michael C. Mac Donald
Chairman and Chief Executive Officer
Medifast

Michael Marks
Founding Partner
Riverwood Capital, LLC

Geoffrey S. Mason
Senior Production Specialist
ESPN, Inc.

Joseph O. Moore, MD
Medical Director
Duke Raleigh Cancer Center
Duke Raleigh Hospital
Professor, Hematology & Oncology
Department of Medicine
Duke University Medical Center

Robert C. Nakasone
Retired Chief Executive Officer
Toys "R" Us, Inc.

Donna Orender
Chief Executive Officer
Orender Unlimited

Lawrence F. Probst III
Chairman of the Board
Electronic Arts
Chairman
United States Olympic Committee

Robin Roberts
Co-Anchor
ABC's Good Morning America

Harry E. Rhoads, Jr.
Chief Executive Officer
Washington Speakers Bureau

John Saunders
Sports Commentator
ESPN, Inc. and ABC Sports

Constance E. Skidmore
Former Board Member & Managing Partner
PricewaterhouseCoopers

Tony F. Smith, Ph.D.
Managing Director
Leadership Research Institute

Pamela Valvano
Chairwoman
The V Foundation for Cancer Research

Nicholas P. Valvano
President Emeritus
The V Foundation for Cancer Research

Robert Valvano
Sports Commentator

Lesley Visser
Sports Commentator
CBS and HBO

Dick Vitale
Sports Commentator
ESPN, Inc. and ABC Sports

R.C. "Bucky" Waters
Retired Vice Chancellor for Development
Duke University Medical Center
Sports Commentator
ESPN, Inc. & Madison Square Garden

Bob Wayman
Retired CFO and Executive Vice President
Hewlett-Packard Company

Dereck Whittenburg
Sports Commentator
ESPN, Inc.

David W. Williams
Retired Senior Vice President
Whirlpool Corp.

THE V FOUNDATION SCIENTIFIC ADVISORY BOARD 2013

Martin D. Abeloff, MD
In Memoriam

Robert C. Bast, Jr., MD
Vice President for Translational Research
MD Anderson Cancer Center - Houston

William T. Beck, Ph.D.
Professor and Head, Department of
Biopharmaceutical Sciences
University of Illinois

Gerold Bepler, MD, Ph.D.
President and CEO,
Karmanos Cancer Institute
Director, Comprehensive Cancer Center
Associate Dean for Cancer Programs
Wayne State University

Nancy E. Davidson, MD
Director
University of Pittsburgh Cancer Institute

H. Shelton Earp, MD III
Director
UNC Lineberger Cancer Center

Paul F. Engstrom, MD
Senior Vice President for
Population Science
Fox Chase Cancer Center

Olivera J. Finn, Ph.D.
Professor and Chair, Dept. of Immunology
University of Pittsburgh,
School of Medicine

Richard I. Fisher, MD
Samuel E. Durand Professor of Medicine
Chief Hematology-Oncology Unit
Director, James P. Wilmot Cancer Center
University of Rochester
Medical Faculty Group
Senior Associate Dean for Clinical Affairs

James M. Ford, MD
Associate Professor
of Medicine and Genetics
Stanford University School of Medicine

John D. Minna, MD
Professor, Depts. Internal
Medicine & Pharmacology
The Sarah M. & Charles E. Seay
Distinguished Chair in Cancer Research
The Max L. Thomas Distinguished Chair
in Molecular Pulmonary Oncology
Director, Nancy B. & Jake L. Hamon Ctr.
for Therapeutic Oncology Research
University of Texas Southwestern
Medical Center

Joseph O. Moore, MD
Medical Director
Duke Raleigh Cancer Center
Duke Raleigh Hospital
Professor, Hematology & Oncology
Department of Medicine
Duke University Medical Center

William Nelson, MD, Ph.D.
Professor, Oncology and Urology
Director
The Sidney Kimmel Comprehensive
Cancer Center at Johns Hopkins

Brian Patrick O'Neill, MD
Professor of Neurology,
Mayo Clinic College of Medicine
Leader, Translational Research Program
in Neuro-Oncology
Director, Mayo SPORE in Brain Cancer
Mayo Clinic Cancer Center

Richard O'Reilly, MD
Chair, Department of Pediatrics
Chief, Pediatric Bone Marrow
Transplant Services
Memorial Sloan-Kettering Cancer Center
Department of Pediatrics

Jerome Ritz, MD
Professor of Medicine,
Harvard Medical School
Dana-Farber Cancer Institute

David E. Schuller, MD
Vice President, Medical Center
Expansion & Outreach
CEO Emeritus,
OSU Comprehensive Cancer Center
The Ohio State University

Jonathan W. Simons, MD
Chief Executive Officer
Prostate Cancer Foundation

Margaret A. Tempero, MD
Director, UCSF Pancreas Center
Rombauer Family Distinguished
Professorship in Pancreas Cancer
Clinical & Translational Science
UCSF Helen Diller Family
Comprehensive Cancer Center

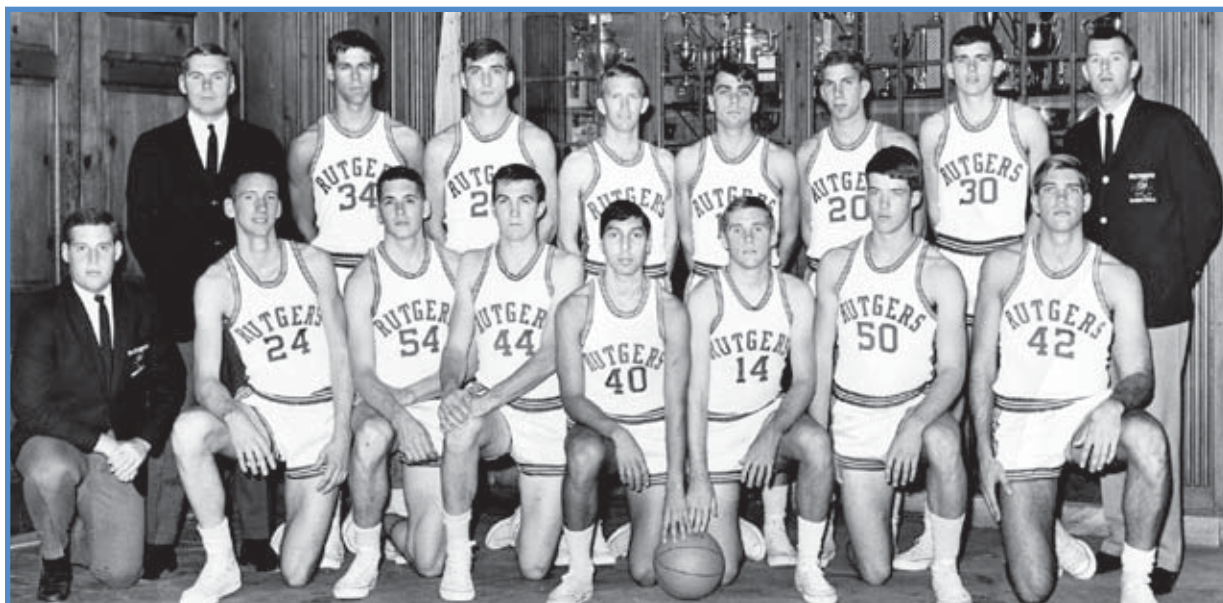
THE FOUNDATION[®] for Cancer Research

When Jim Valvano was 17 years old he took out a simple white index card and wrote down all of his professional aspirations. He would play basketball in high school and college, become an assistant basketball coach, then a head coach, achieve a victory in Madison Square Garden, and finally cut down the nets after winning a National Championship. Jim's ability to see his place in the world with such clarity was truly a gift.

Along the way, he adopted a personal philosophy for living that enabled an ordinary man to accomplish the extraordinary. Jim believed that enthusiasm for life, dreaming big, and working hard were the elements that allowed him to be successful. There is no doubt that Jim's tenacity, passion, and vision played key roles in his rise to the top.

AT THE AGE OF 36,
JIM COULD TAKE OUT
HIS TATTERED INDEX
CARD AND CROSS OUT
EVERY SINGLE DREAM.

HE WAS INDEED
THE MASTER OF HIS
DESTINY.



1967 Rutgers University Scarlet Knights Men's Basketball Team featuring #40 Jim Valvano and #14 Bob Lloyd



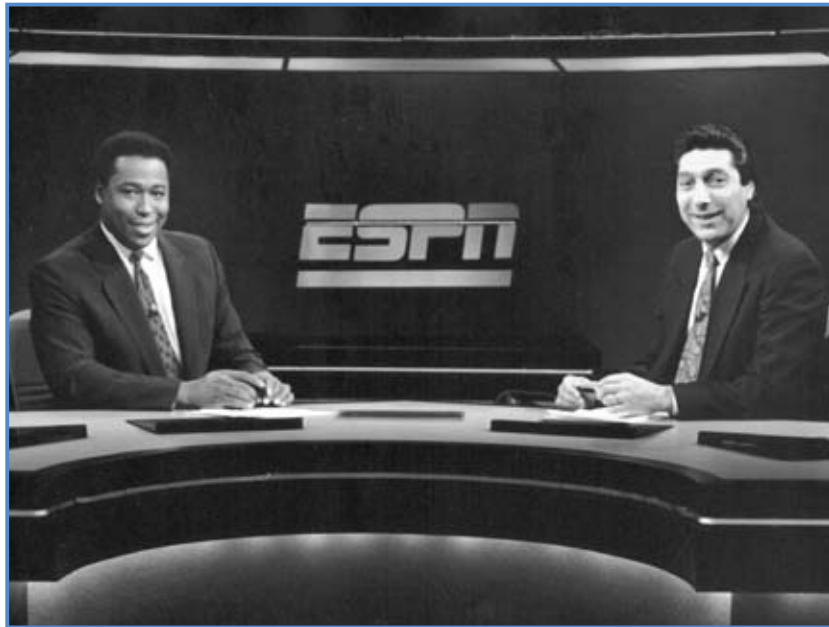
Jim and his daughter LeeAnn

A MAN OF ACTION

Jim Valvano once commented, "There are 86,400 seconds in a day. It's up to you to decide what to do with them." He reached the highest level of success as the legendary NCSU basketball coach and then as an award-winning commentator at ABC and ESPN. He authored three books, gave hundreds of motivational speeches to corporations across the country, hosted weekly television and radio broadcasts and created his own corporation. He was a man possessed by life and all of the opportunities that it had to offer.

A MAN OF THE PEOPLE

The Jim Valvano we knew could not have existed without people. He worked to motivate, stimulate, entertain, and inspire any person that entered his life. The world was his team and his game plan would allow us all to be winners. In 1993, Jim was diagnosed with terminal cancer. Perhaps it was his deep love of humanity that allowed him to share the details of his darkest hour with millions of strangers that would become his closest confidants.



ESPN Commentators John Saunders and Jim Valvano

A MAN OF COURAGE

During one of Jim's final interviews he stated, "I want to help every cancer patient I can now. I don't know if I can handle that, but it's the only conceivable good that can come out of this." Jim proved that he could more than handle his final role as cancer advocate. He spent the final ten months of his life giving the world personal insights into the life of a cancer patient in the

hope that he could bring attention to a disease that affects millions. He was not afraid to let others witness his weakening body or the tears that he shed when he spoke of his certain death during interviews and public appearances. He knew that his body would lose the battle against cancer, but his vibrant spirit was the gift that he would leave behind.

THE V FOUNDATION'S FOUNDING PARTNERS

Jim Valvano was a man of passion. It was in his face, in his voice and in his every gesture. Everyone who ever met him, played a game for him, saw him coach or heard him speak could feel his burning passion for life.



*Steve Bornstein
President and CEO,
NFL Network*

In January of 1993, at a lunch with Jim & Pam Valvano, Steve Bornstein, then-president of ESPN, suggested starting a foundation for cancer research and offered ESPN's support. Jimmy V's passion lives on now stronger than ever in the people of ESPN who give freely of their time, resources and creativity to support the mission of The V Foundation for Cancer Research. They do it in ways big and small, all year round through the ESPN V Committee, established by ESPN President George Bodenheimer, who expanded ESPN's involvement in fundraising for The V Foundation, and the growing number of Team ESPN members across the company.

Today, that circle of friends has expanded and the support structure of The V Foundation includes people of all walks of life, those who knew Jim personally, those who knew of Jim and many who have joined the cause simply because they believe in the possibility of Jim's final wish - to fund research to find cures for cancer.

"Our many initiatives are a shining example of sports and teamwork whose results go beyond any game," says Bodenheimer.



*George Bodenheimer
Executive Chairman,
ESPN, Inc.*

"Our employees continue to bring the same creative thinking and commitment to The V Foundation that they've applied to shaping our company these 30 years. I'm extremely proud of their efforts on behalf of this great cause."

THE ORGANIZATION,
INSPIRED BY VALVANO'S
COURAGEOUS BATTLE
AGAINST CANCER, WOULD
OPERATE WITH HIS MOTTO:

**"Don't give up...
Don't ever give up!"®**



WWW.JIMMYV.ORG



*Bob Lloyd (left) and Jim Valvano
Teammates at Rutgers University*

JIMMY'S STARTING LINEUP

Wanting to see the battle through to victory, Valvano recruited friends and family to lead The V Foundation in his quest to eradicate the disease that ultimately claimed his life. Jim personally asked the original 15 members of the Board of Directors to carry on his fight: Robert Bast, Jr., MD, Steven Bornstein, Bill Cosby, Philip Knight, Mike Krzyzewski, John Lack, Robert Lloyd, Geoffrey Mason, Joseph O. Moore, MD, Harry Rhoads, Jr., John Saunders, Pamela Valvano, Nicholas Valvano, Robert Valvano, and Dereck Whittenberg.

Bob Lloyd, Jimmy's teammate at Rutgers University, remains committed to fulfilling his best friend's legacy as Chairman of The V Foundation. Many new Board members had never met Jim, yet have embraced the mission. Our V Board

is personally engaged, and as a result, The V Foundation has achieved an unprecedented level of success for a relatively young organization. 100% of all direct cash donations and net event proceeds are awarded directly to cancer research and related programs. Administrative and fundraising expenses are paid by our endowment. The V Foundation funds research for ALL types of cancer.

Coach Jimmy "V" Valvano & "Coach K" Mike Krzyzewski



THE LEGACY CONTINUES

It has been just 20 years since The V Foundation for Cancer Research was founded by ESPN and Jim Valvano. What significant work has been accomplished during that time! **Since 1993, The V Foundation has raised more than \$125 million and funded over 465 cancer research grants to 122 institutions in 38 states and the District of Columbia.** Researchers have developed their laboratories and taken their science from the labs to the clinics with the help of funds raised by The V Foundation.

It's hard for anyone who remembers Jim Valvano's face to imagine it without his great, engaging grin. That's how Dick Vitale sees him still: "It would bring a smile to Jimmy V's face to see how so many people from ESPN's corporate headquarters to the offices around the country have gotten involved. They're behind The V Foundation 100 percent. I will always see Jimmy's legacy not in him cutting down the nets after N.C. State won the national championship, but in the millions of lives he has touched through The V Foundation."



*Dick Vitale
Sports Commentator,
ESPN, Inc. and
ABC Sports*

Our Mission Statement

The V Foundation for Cancer Research is a charitable organization dedicated to saving lives by helping to find cures for all types of cancer. The V Foundation seeks to make a difference by generating broad-based support for cancer research and by creating an urgent awareness among all Americans of the importance of the new war against cancer. The V Foundation performs these dual roles through advocacy, fundraising, and philanthropy.



CEO Nick Valvano and Bob Lloyd, Chairman of The V Foundation, often remark that beyond the fundraising results of millions of dollars a year, ESPN's media exposure has assisted The V Foundation by establishing the V brand as a high quality, national non-profit organization.

"Coach K" Mike Krzyzewski



V FOUNDATION® Wine Celebration

A MAGICAL WEEKEND DEDICATED TO
FINDING CURES FOR CANCER

INSPIRED BY JIMMY'S SPIRIT
AND DETERMINATION,
JULIE ALLEGRO (DAUGHTER

OF RETIRED ESPN EXECUTIVE VICE PRESIDENT, JIM
ALLEGRO) FOUNDED THE V WINE CELEBRATION IN 1999
WITH MODEST HOPES OF FURTHERING VALVANO'S DREAM.
TOGETHER WITH BOB LLOYD, THE CHAIRMAN OF THE V
FOUNDATION, THE V WINE CELEBRATION WAS CREATED.



Julie Allegro

FIFTEEN YEARS LATER, MODEST HOPES
HAVE EVOLVED INTO AN EXTRAORDINARY WORLD-CLASS WINE EVENT

Lavish gourmet vintner dinners and events with ultra-premium wine pairings and celebrity chefs greet 475 guests each August as The V Foundation for Cancer Research hosts the V Wine Celebration with a single purpose: finding cures for all types of cancer by funding vital research. It's a magical weekend filled with fun, family, entertainment, love and generosity. The incredible three days include wine-oriented activities, a cancer research symposium with the nation's top cancer physicians, award winning entertainment and silent and live auctions. The V Wine Celebration is filled with a family-and-friends spirit and warmth unique to the event and the people who support the V Wine Celebration. In 15 years, the Wine Celebration has raised over \$44 million in the Napa Valley.



Nick Valvano, Coach "K", and Bob Lloyd

"MY BROTHER ENVISIONED A LASTING
CANCER RESEARCH FOUNDATION. WE
ARE HUMBLLED BY THE GENEROSITY
OF HIS FRIENDS WHO HAVE OFFERED
THEIR TIME AND TALENTS AND
INTRODUCED US TO THEIR FRIENDS, TO
CONTINUE THE FRIENDS OF THE V AND
ENLARGE OUR FOUNDATION FAMILY."

— NICK VALVANO, PRESIDENT EMERITUS THE V FOUNDATION

NICKEL & NICKEL WINERY

HOME OF THE V WINE CELEBRATION GALA

Nickel & Nickel has been a supporter of the V Foundation Wine Celebration for many years, and in fact, has served as the home of the event since 2005. Every year, the V Wine Celebration gets better and better as the synergy and generosity abounds to make the celebration a huge success.

Cancer touches all of us in so many ways and the fight against this insidious disease is critical, especially to winery owner Beth Nickel, whose husband, Far Niente founder Gil Nickel, died of melanoma eight years ago. That same year, Beth joined with The V Foundation to run a successful campaign to endow the \$1 million Gil Nickel Fund, which was awarded to The UCLA Jonsson Cancer Center in support of melanoma research.



Beth Nickel

Gil & Beth Nickel



Nickel & Nickel Winery



V FOUNDATION® Wine Celebration

Julie Allegro, daughter of V Foundation Board member, Jim Allegro, had an idea of how to raise money to fight cancer. She met with Bob Lloyd, Chairman of The V Foundation. Together, they formed a local V Wine Celebration board with the inaugural event held that August raising more than \$400,000.



It's funny, people ask me why I did it, why I've been chairman for so long. My response is simple. My friend asked me.

People say, 'How can you find the time?' My answer is, 'How can we not?'



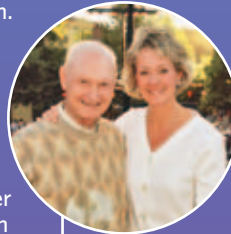
Part of beating cancer is about a positive attitude and a belief that we are going to win.



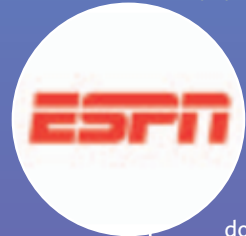
Duke University Head Basketball Coach Mike Krzyzewski, and his wife Mickie, host the V Wine Celebration event. The V Foundation is awarded 4-Stars by Charity Navigator and becomes one of the top-rated charities in the United States. The Vintner Grant was awarded in honor of Dick & Ann Grace for Neuroblastoma research at UCSF on behalf of Jay Ferrick. The Joan Rombauer Endowed Fellowship in Pancreatic Cancer research at UC San Francisco was established.

We remain fully committed to fighting cancer with The V Foundation to fight cancer disease, which impacts too many lives and members of our community.

Far Niente winery owner Gil Nickel was presented with the V Founders Courage Award alongside his beloved wife, Beth. The Charles Schwab Cup Championship partnered with the V Wine Celebration as a benefitting charity during the PGA tour. The Vintner Grant was awarded in honor of Mark Beringer for Sarcoma research at UC Davis.



We are just one miracle away from having everything just right in our fight against cancer.



Nickel & Nickel becomes the annual V Wine Celebration event hosted by Beth Nickel. The V Foundation's support of a \$100,000 dollar pledge by partner ESPN, becomes an endowed, and awards all donations directly to research and related. The Vintner Grant was awarded in honor of Leslie R. Zapolski for lung cancer at Mayo Clinic Cancer Center, Jacksonville, Florida. The V Wine Celebration hosted a concert with entertainer Michael McDonald.

1999

2000

2001

2002

2003

2004

2005

2006

If anything good came of Jim's death, it's that the foundation provided the knowledge of what should be done right away in terms of early detection and early treatment.

Nick Valvano, Jimmy V's older brother, became the Chief Executive Officer of The V Foundation. The first annual V Wine Celebration Vintners Grant was awarded in honor of Rennie Andrew Harris Jr. for integrative approaches to reducing the side effects of chemotherapy and radiation therapy in cancer patients at UC San Diego. Grants were also awarded to benefit innovative research programs at Stanford University Medical Center.



The V Wine Celebration made the Wine Spectator's Top Ten list of charity wine auctions. The Vintner Grant was awarded in honor of Mitch Cosentino for Melanoma research at the University of Colorado Health and Sciences Center on behalf of his mother Arlene.

I feel very grateful that I survived and my message is early detection.

Olympic Gold Medal Skater and V Board member, Peggy Fleming hosted a groundbreaking ceremony for the V Wine Celebration funded Wellness Center at Queen of the Valley Hospital. The Vintner Grant was awarded in honor of Garen & Shari Staglin for Leukemia research, in memory of Garen's father Pasquale Stagliano, at the University of Chicago Cancer Research Center. The Fund A Need for special melanoma research was in honor of the late Gil Nickel, founder of Far Niente. A successful campaign ensued to raise \$1 million to endow the Fellowship for the Gil Nickel Fund awarded to The UCLA Jonsson Cancer Center.



The Fund A Need was in honor of Jim Valvano's daughter Jamie Valvano Hovav for genomic breast cancer research. The Partners in Excellence grant was awarded to Cancer Center and Comprehensive Cancer Center, 59,000 square-foot at Queen of the Valley. The V Wine Celebration community and entertainment program for cancer patients. The Vintner Grant was awarded to Dick & Ann McMinn for research at Massachusetts General Hospital Cancer Center. The V Wine Celebration hosted a concert by former Notre Dame player Michael McDonald with entertainment by K...



Broadcasting legend, Dick Vitale, college basketball's top analyst and ESPN ambassador, hosts the V Wine Celebration. The Fund A Need raised funds for the new state-of-the-art cancer center at St. Helena Hospital. The Vintner Grant was awarded in honor of Robin Lail for breast cancer research at MD Anderson, with entertainment by Daryl Hall & John Oates.

I will always see Jimmy's legacy not in him cutting down the nets after N.C. State won the national championship, but in the millions of lives he has touched through The V Foundation.

Working through this terrible loss has brought many of our fans closer to our ESPN family.

...ckel Winery
...the home of the
...Vine Celebration
...ed by owner,
...el. The V
...n, with the
...\$2 million
...y founding
...times fully
...ds 100% of
...ly to cancer
...d programs.
...was awarded
...udd and Todd
...ncer research
...er Center,
...a. The V Wine
...its first private
...ainment by

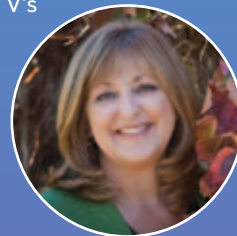
V Foundation Atrium of Hope

The 11,500 square-foot St. Helena Hospital Cancer Center, funded by the V Wine Celebration opened the doors to cancer patients in the Napa Valley community. The V Foundation Atrium of Hope is named. The Fund A Need and Vintner Grant was awarded in honor of Emily Miner for lung cancer research at the University of Pittsburgh Cancer Institute, with entertainment by The Pointer Sisters.



15th Anniversary of the V Wine Celebration is hosted by Duke University Head Basketball Coach Mike Krzyzewski and his wife Mickie. Susan Braun, newly appointed as CEO of The V Foundation, succeeds Jimmy V's beloved brother, Nick Valvano. The first in-house Pathology Laboratory in the Napa Valley, funded by the V Wine Celebration, opens at the new Advanced Diagnostic & Surgical Center at Queen of the Valley.

Together we can find a cure!



The Fund A Need video introduction by US Olympic Gold Medalist Figure Skater Scott Hamilton, and a \$500,000 matching pledge from Accelerate Brain Cancer Cure, raised \$1 million dollars for a grant awarded Duke Cancer Institute for brain cancer research. Inaugural "Let's Get It Started" Party kicked off the V Wine Celebration weekend and shattered auction records, placing the V Wine Celebration at #3 in Wine Spectator's Top Ten Charitable Wine Auctions in the United States. The Vintner Grant was awarded in honor of Robin & Michelle Fields Baggett for stomach cancer research at the Children's Hospital in Boston. The Inspirational Award was given in honor of Neil Aldoroty for Non-Hodgkin's Lymphoma research at the Beckman Research Institute of the City of Hope. Entertainment by The Doobie Brothers.



Chasing my kids around the ice? I didn't think that I would be saying that a year ago.

THEY WINE CELEBRATION'S

2006

2007

2008

2009

2010

2011

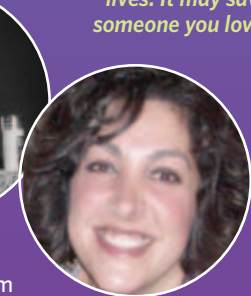
2012

2013

15

YEAR JOURNEY

It may save my children's lives. It may save someone you love.



I am alive today because of cancer research.

...to Duke Comprehensive
...d UNC Lineberger
...ancer Center. The
...ot Wellness Center
...alley, funded by the V
..., opens the doors to the
...stablishes a survivorship
...er patients. The Vintner
...d in honor of Chuck
...or a V Scholar in the
...neral Hospital Cancer
...e Celebration was hosted
...ame Coach Lou Holtz, with
...enny Loggins.

10th Anniversary of the V Wine Celebration was hosted by Good Morning America co-anchor, Robin Roberts, celebrating her one-year anniversary as a breast cancer survivor. ESPN honored Robin with a \$100,000 pledge in her name. A \$1 million grant was awarded to pediatric cancer at UCSF. V Board member, Coach K achieves Olympic Gold in Beijing. The Vintner Grant was awarded in honor of the partners of Far Niente for thyroid cancer research at MD Anderson. Entertainment by Frankie Vallie and The Four Seasons.



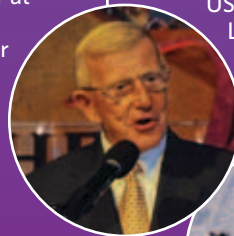
The V Foundation reached a milestone of \$100 million dollars raised for cancer research.

The Vintner Grant was awarded in honor of Cyril & Blakesley Chappellet for melanoma research at the Simon Cancer Center at Indiana University. Fund A Need in honor of Teri Kuhn for leukemia research at Dana-Farber Cancer Institute. Entertainment by Huey Lewis & The News.

The First Responders of 9/11 who are diagnosed with cancer are awarded a \$1 million dollar grant in their honor at the V Wine Celebration event hosted by College Football Hall of Fame Coach, Lou Holtz. The Vintner Grant was awarded in honor of Suzanne Pride Bryan for breast cancer research at the Masonic Cancer Center at the University of Minnesota. The inaugural Volunteer Grant was awarded to UCSF in honor of Derek & Cathy Reisinger. Coach K, and V Board member and Chairman of the US Olympic Committee, Larry Probst, win gold for the US in London. Entertainment by Chris Isaak.



What you have done in the last 10 years has made a difference in countless lives.



If what you did yesterday seems big, you haven't done anything today



ATTENDEE PROFILE

Each year, over 475 guests participate in this world-class wine event. Prominent members of sports, entertainment, technology, and the investment community are among the supporters who have attended the V Wine Celebration including:



Steve Bornstein, President and Chief Executive Officer, NFL Network

SPORTS BROADCASTING, ENTERTAINMENT AND MEDIA Chris Berman, Steve Bornstein, P.J. Carlesimo, Peggy Fleming, Lou Holtz, Mike Krzyzewski, Steve Lavin, Rick Majerus, Brent Musberger, Don Nelson, Donna Orender, Robin Roberts, John Saunders, Dick Stockton, Mike Tirico, Lesley Visser, Dick Vitale, Duke University, ABC, CBS, ESPN, KRON-4 News, KGO-7, NFL, USGA, WNBA, Washington Speakers Bureau, Gentry Magazine, LA Times, Napa Valley Register, San Francisco Chronicle, St. Helena Star, Wine Business Journal, Wine News, Wine Spectator



Tony Smith, Managing Director Leadership Research Institute; George Bodenheimer, Executive Chairman, ESPN, Inc.; Harry Rhoads, CEO Washington Speakers Bureau

TECHNOLOGY, ONCOLOGY & INVESTMENT COMMUNITY 5AM Ventures, Apple, A29, Bazaarvoice, BroadCause, Bear Sterns, Berlex Oncology, Cisco Systems, Electronic Arts, Flextronics, GlaxoSmithKline, Hewlett Packard, Merrill Lynch, Morgan Stanley, NetSuite, Nintendo, Novartis, OSI, Pfizer, Segal, Symantec, Siebel, VSP Capital, Xerox Corporation



V Wine Celebration Vintner Grant Honorees

LIFESTYLE 24 Hour Fitness, Bentley Motors, Inc., California Scents, Coca Cola, Culinary Institute of America, Nike, Precor, Riedel, San Pellegrino, Sentient Jet, TaylorMade, and proprietors and winemakers of many of Napa Valley's finest wineries, including those who show their support by hosting dinners, attending the festivities and donating to the auctions.

AUCTION HIGHLIGHTS

The Wine Celebration weekend culminated in a spectacular event at Nickel & Nickel Winery featuring incredible sports, wine, travel and lifestyle packages such as: The Power on Ice Driving Experience in Finland with accommodations at a Luxury Chalet; golf in St. Andrews, Scotland; a private Gulet Charter in Turkey; and an Up Close & Personal guided tour of the wine market in China from Beijing to Xinjiang. Sports enthusiasts enjoyed the offerings of Sailing on USA 76: Oracle's AC Class boat that competed in the America's Cup; a Clubhouse Finish Line Suite during the Kentucky Derby; the Winter & Summer X Games; Indy 500; the Masters; the ESPYS; the Super Bowl; and the Duke Blue Devils Bonanza. Exclusive Winery Dinners at Grace and Pride were featured, as well as a Special Weapons & SWAT Training experience prior to dinner at Silver Oak. For the music- and culinary-minded, a private Dinner & Concert in Joshua Bell's NY home with Beth Nickel of Far Niente, private Cooking Class & Wine with Michael Chiarello and Janet Trefethen, and a never-before-offered Vertical featuring 19 Vintages of Harlan Estate wine were some of the very unique lots available. Also highlighted was a VIP Experience at Good Morning America with Robin Roberts, and a Walk-On Role on "Royal Pains" in the Hamptons.



Linda Doppes

"WE NEED YOUR HELP. I NEED YOUR HELP. WE NEED MONEY FOR CANCER RESEARCH. IT MAY NOT SAVE MY LIFE. IT MAY SAVE MY CHILDREN'S LIVES. IT MAY SAVE SOMEONE YOU LOVE."

— JIMMY VALVANO

Chairman of the US Olympic Committee, Larry Probst, celebrates a winning bid



SPONSORSHIP OPPORTUNITIES DURING THE V WINE CELEBRATION



Guests enjoy intimate dinners at exclusive Napa Valley wineries



SPARKLING WINE

Poured at various receptions
and live auction
winning bidder celebrations

PRE-RECEPTIONS

Premium wines poured at
the receptions before
Friday and Saturday night events

“ALL STARS OF CANCER RESEARCH” PARTY

Preeminent vintners, proprietors
and celebrity chefs

INNOVATORS & ICONS MARKETPLACE

Saturday food & wine showcase

ENTERTAINMENT

Host a private performance
by nationally- recognized and
critically-acclaimed artists

AFTER-HOUR PARTIES

Wine and spirits for celebration

WELCOME AMENITIES

Given to approximately 300
weekend guests upon arrival



GIVING OPPORTUNITIES

PLATINUM – \$50,000

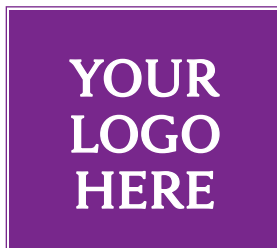
- 4 tickets for both Friday & Saturday evenings with pre-registration
- Chauffeured inbound and outbound airport transfers
- Champagne greet at arrival with express check-in
- Turn down amenities each evening
- V Foundation commemorative bottle of wine per room
- Group photo with celebrity host
- Seated with a vintner Saturday evening
- Logo placement on stage banner, signage, www.winecelebration.org, all print material
- Full-page 4-color ad in the auction program
- Literature placement in guest arrival packets

GOLD – \$25,000

- 2 tickets for both Friday & Saturday evenings with pre-registration
- Acknowledgement as Host of Friday Dinner
- Seated with a vintner Saturday evening
- Group photo with celebrity host
- Turn down amenities each evening
- V Foundation commemorative bottle of wine
- Full-page 4-color ad in the auction program
- Logo placement on www.winecelebration.org and all printed material
- Literature placement in guest arrival packets

SILVER – \$10,000

- 2 tickets for Saturday evening
- Seated with a vintner Saturday evening
- Full-page 4-color ad in the auction program
- Logo placement on www.winecelebration.org and all printed material
- Literature placement in guest arrival packets



“THE V FOUNDATION IS A FAMILY AND ALL WE WANT TO DO IS CURE CANCER, PLAIN AND SIMPLE... A DISEASE THAT AFFECTS A THIRD OF THE PEOPLE ON THIS PLANET.”

— STEVE BORNSTEIN,
PRESIDENT & CEO, NFL NETWORK



OUR FIGHT CONTINUES

The V Foundation for Cancer Research continues to be guided by the legacy of one man that refused to give up. The V Foundation embraces Jim's call for action, his love of people, and the courage that enabled him to find hope even in despair. Jim Valvano remains an enduring example of the timeless influence that one individual can have in this world.

In 20 years, The V Foundation has raised more than \$125 million for cancer research. Over 465 cancer research grants have been given to 122 institutions in 38 states and the District of Columbia. Of that, the V Foundation Wine Celebration has raised over \$44 million in the Napa Valley and includes Vintner's Grants and donations to fund building the Wellness Center at Queen of the Valley and the Cancer Center at St. Helena Hospital. Since its inception in 1999, the V Wine Celebration has "given back" more than \$8 million

dollars to the Napa vintner community through honoree or direct grant funding.

The Vintner's Grant was born out of the overwhelming generosity of the Napa Valley community which immediately embraced the V Wine Celebration, making it The V Foundation's largest fundraiser. The V Wine Celebration is pleased to be able to honor the vintner community and give back to this generous group of passionate supporters through the Vintner's Grant program. Past vintner honorees include: Neil & Karen Aldoroty, Robin & Michelle Baggett, Mark Beringer, Cyril & Blakesley Chappellet, Mitch Cosentino, Dick Grace, Rennick Andrew Harris Jr., Teri & Ron Kuhn, Robin Lail, Chuck & Anne McMinn, Emily Miner, the Partners of Far Niente, Suzanne Pride Bryan, Joan Rombauer, Leslie Rudd, Garen & Shari Staglin, and Todd Zapolski.

"WE WILL CONTINUE TO INVEST MORE IN OUR SUCCESSFUL GRANTS AND ARE VERY EXCITED ABOUT MOVING FORWARD WITH NEW ONES. OUR TIMING IS RIGHT! WITH THE ADVANCES IN SCIENCE AND WITH YOUR SUPPORT, WE CAN MAKE EVEN MORE OF A DIFFERENCE IN THE FIGHT AGAINST CANCER."

— BOB LLOYD, CHAIRMAN

CANCER RESEARCH SYMPOSIUM

“THE V FOUNDATION IS PROUD OF THE UNPARALLELED PASSION AND WORK ACCOMPLISHED BY THESE OUTSTANDING MEDICAL PROFESSIONALS. OUR MISSION IS TO FIND A CURE FOR CANCER AND WE HOPE OUR FUNDING AIDS IN THAT PROCESS.”

-NICK VALVANO, PRESIDENT EMERITUS THE V FOUNDATION



The V Foundation is fortunate to have a Scientific Advisory Board, populated by some of the absolute best physicians and scientists in the cancer research field, who are responsible for evaluating and selecting research projects to receive funding by The V Foundation.

Each year, The V Foundation Wine Celebration hosts a Cancer Research Symposium, where world-class researchers present cutting-edge information to the general public. Many of the researchers who have been awarded grants in years past return to share their valuable findings. A Question & Answer session allows attendees to have their questions answered by the panelists.

The V Foundation is proud to offer many types of research grants:

The V Scholar Program Designed to identify, retain and further the careers of talented young investigators. Provides funds directly to young scientists who are developing their own independent laboratory research projects. These grants enable talented young scientists to establish their laboratories and gain a competitive edge necessary to earn additional funding from other sources. The V Scholars determine how to best use the funds in their research projects.

The V Foundation Grants in Translational Clinical Research Facilitate the transition of projects from the laboratory to the clinic. Translational researchers seek to apply basic knowledge of cancer and bring the benefits of the new basic-level understandings to patients more quickly and efficiently.

The Designated Grant Program Funds projects in communities or regions local to the fundraising area. Fundraisers and donors work with The V Foundation to identify a specific project, facility or awareness program. The new Partners in Excellence grants are the latest example of the designated grants.

100% TO CANCER RESEARCH

THE V FOUNDATION AWARDS 100 PERCENT OF ALL NEW DIRECT CASH DONATIONS AND NET PROCEEDS OF EVENTS DIRECTLY TO CANCER RESEARCH AND RELATED PROGRAMS.



THE V FOUNDATION IS PROUD TO RANK AS ONE OF CHARITY NAVIGATOR'S LEADING FUNDRAISING ORGANIZATIONS NATIONALLY

.....

THE V WINE CELEBRATION IS RATED IN THE TOP 3 OF THE TOP TEN US CHARITY WINE AUCTIONS BY THE WINE SPECTATOR

“MUTUAL COMMITMENT HELPS OVERCOME THE FEAR OF FAILURE—ESPECIALLY WHEN PEOPLE ARE PART OF A TEAM SHARING AND ACHIEVING GOALS.”

— “COACH K” MIKE KRZYZEWSKI



JOIN OUR V TEAM!

Join together with our founding partner Team ESPN, dedicated Boards of Directors, loyal vintners, committed staff, giving donors, devoted volunteers, generous sponsors, top physicians and research scientists, and our esteemed guests and supporters in the fight against cancer.



ONE TEAM. ONE CAUSE.™

THE V FOUNDATION WINE CELEBRATION BOARD OF DIRECTORS

JULIE ALLEGRO
*General Partner
Allegro Venture Partners
Chairwoman & Co-Founder
V Foundation Wine Celebration*

SUSAN BRAUN
*Chief Executive Officer
The V Foundation*

MICHAEL M. CLAIR
*Board Member
Silicon Valley Companies*

MARK COLELLA
*Principal
SAM Ventures*

BRETT HURT
*Founder & CEO
Bazaarvoice*

TONY KOZY

BOB LLOYD
*Chairman
The V Foundation*

KAY LLOYD

FRANK X. LONERGAN, JR.
*Founder & Executive Director
Spur Happenings
Co-Chair V Foundation
Wine Celebration*

RYAN McDONOUGH
*Start-up Executive &
Seed Investor*

LAWRENCE F. PROBST III
*Chairman of the Board
Electronic Arts
Chairman
United States
Olympic Committee*

JOHN ROEDIGER
*Founder & Managing Director
Montgomery & Company, Inc.*

CONSTANCE SKIDMORE
*Former Board Member &
Managing Partner
PricewaterhouseCoopers*

TONY F. SMITH, PH.D.
*Co-Founder &
Managing Director
Leadership Research Institute*

TODD ZAPOLSKI
*Principal
Zapolski Real Estate, LLC*

SPREADING THE WORD

facebook

LinkedIn

twitter

YouTube



ONE TEAM. ONE CAUSE.

CONTACT US

Jane Brovelli
Executive Director
jane@winecelebration.com
Cell: 707.480.5628

Max Duley
Auction & Community Outreach Director
max@winecelebration.com
Cell: 707.479.4075

Jadine Garcia
Office Manager & Auction Coordinator
jadine@winecelebration.com
Cell: 707.280.7611

176 Main Street, Suite D
St. Helena, CA 94574
707.963.0611
Fax: 707.581.1710

WWW.WINECELEBRATION.ORG

WWW.JIMMYV.ORG



THE *Z* FOUNDATION[®]
for Cancer Research

"I URGE ALL OF YOU TO ENJOY YOUR LIFE, THE PRECIOUS MOMENTS YOU HAVE. TO SPEND EACH DAY WITH SOME LAUGHTER AND SOME THOUGHT, TO GET YOUR EMOTIONS GOING. TO BE ENTHUSIASTIC EVERYDAY AND AS RALPH WALDO EMERSON SAID, 'NOTHING GREAT COULD BE ACCOMPLISHED WITHOUT ENTHUSIASM.'"

— JIM VALVANO