



For Immediate Release

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## BRIAN OLSON MEMORIAL GOLF CLASSIC RAISES OVER \$300,000 FOR COLON CANCER AWARENESS

### Tournament Funds Statewide Awareness Campaign and Colonoscopies

BOISE, ID (5/11/10) -- The 10<sup>th</sup> Annual Brian Olson Memorial Golf Classic has passed the \$300,000 mark for total funds raised for the St. Luke's Mountain State Tumor Institute over the past ten years. The golf tournament will be held Friday, June 4<sup>th</sup> at the Banbury Golf Course in Eagle. Proceeds benefit colon cancer awareness programs such as advertising campaigns, screening kits and financial assistance for colonoscopies.

The tournament is named for Brian Olson a devoted father, community citizen, and 15-year HP employee who died at age 39 from complications of colon cancer in November, 2000. In Brian's honor, a volunteer committee comprised of Hewlett-Packard employees established the Brian Olson Memorial Golf Classic with the goal of raising awareness of colon cancer. To date, over 15,000 screening kits have been distributed at more than 200 community events, 30 colonoscopy certificates have been distributed and a statewide television, print and radio campaign has been implemented.

"The Brian Olson Memorial Golf Classic has had a tremendous, positive impact on spreading the live-saving message of the importance of early detection in colon cancer screening," said Luana Lamkin, administrator of St. Luke's Mountain States Tumor Institute. "Colonoscopy certificates funded by their contributions have encouraged those without financial means to undergo the procedure which has uncovered pre-cancerous growths in some cases."

"We're heartened that Brian's life has left a positive legacy on the community he loved so much," said Rudy Pinon, volunteer chairman of the Brian Olson Memorial Golf Classic. "When we started the tournament we didn't know if anyone would show up and now we've grown to one of the largest independent fundraisers for St. Luke's Mountain States Tumor Institute."

For more information on the event or supported programs, please contact Doug Cole at (208) 841-4300 or [doug.w.cole@gmail.com](mailto:doug.w.cole@gmail.com).

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