SOARING to New Heights

GALA, AUCTION & GOLF TOURNAMENT
JULY 9, 2017 - GALA & AUCTION | JULY 10, 2017 - GOLF TOURNAMENT

15-40 connection

PRESENTING SPONSOR
GALA SPONSOR
GOLF TOURNAMENT SPONSOR
Presenting Sponsor

Red Sox Foundation

15 Years of Making A Difference

A Special Thank You to Our Sponsors

Presenting Sponsor

15-40 Connection is teaching people how to detect cancer early. Through its innovative 3 Steps Detect education, 15-40 Connection helps individuals recognize early warning signs of cancer. We are transforming the process that leads to diagnosis by empowering individuals to know when to seek medical care and how to collaborate with medical professionals to receive the most effective care.

It is because of support from this Gala, Auction & Golf Tournament that 15-40 Connection is soaring to new heights, saving and changing lives through the power of early cancer detection.

Our onsite educational programs in schools and workplaces have now reached 6 states and 34 cities. Our social media channel followers continue to grow and we are teaching thousands more people every year. Television news stations have shared 3 Steps Detect and featured the inspiring stories of some of our expanding network of Learn From Me cancer survivors.

We invite you to join us and “Soar to New Heights.” Help us provide the best medicine for all those who are forced to battle cancer – early detection.
Soar to New Heights

YOU ARE CORDIALLY INVITED TO THE 2017 GALA, AUCTION AND GOLF TOURNAMENT

GALA AND AUCTION
SUNDAY, JULY 9, 2017
5:00 pm
Cocktails • Silent Auction • Live Auction • Dinner • Dancing
NEW VENUE: Mercantile Center
100 Front Street, Worcester, MA

GOLF TOURNAMENT
MONDAY, JULY 10, 2017
8:30 am Registration • 10:30 am Shotgun Start
Continental Breakfast
Lunch on the course
Cocktails • Dinner • Awards
The Haven Country Club, Boylston, MA
Worcester Country Club, Worcester, MA

Register online at: www.15-40.org/gala-golf
or Contact Susan Cyr at (508) 929-4690

Through your participation, you help teach people how to detect cancer early, ultimately saving lives.
Soar with Us and Enjoy THE MOST SPECTACULAR AND “FIRST CLASS” GALA IN CENTRAL NEW ENGLAND!

We invite you to join us as we “soar to new heights” and celebrate lives saved through 15-40 Connection’s 3 Steps Detect and early cancer detection.

We pay tribute to our Evening Ambassador Jerry Remy, NESN’s Boston Red Sox color analyst who has publicly credited early detection for saving his life. Since his initial lung cancer diagnosis in 2008, he has had several relapses. Fortunately, his cancer has not spread and he has a positive outlook. Remy, one of the most popular announcers in Red Sox history, is now speaking out to help others detect cancer early.

Our jet-packed program includes:

• Open bar, featuring specialty cocktails, beer and wine
• Heavy hors d’oeuvres
• Silent and live auction, including one-of-a-kind packages and some impossible-to-purchase experiences
• Award-winning and entertaining auctioneer Paul Zekos
• Remarks by Jerry Remy
• Exquisite dining by Russell Morin Catering
• Live band and dancing
And so much more…

“Early detection is what saves lives, and that’s the point I’m trying to pound home.”
- Jerry Remy

Registration online at www.15-40.org/gala-golf
Check out our Auction Preview at www.15-40.org
(Preview available mid-June)
Get Ready FOR AN UNFORGETTABLE, GOLF EXPERIENCE!

Choose from two of the most prestigious golf courses in New England – Worcester Country Club and The Haven Country Club – and enjoy an extraordinary day of golf and spirited camaraderie.

• Registration opens at 8:30 am with breakfast, relaxing chair massages and physical therapists to help you warm up.
• Pick up your “over-packed” goody bag, guaranteed to offer some noteworthy surprises.
• Shotgun start at 10:30 am with lunch on the course
• Relax with cocktails and dinner on the patio
• Great prizes with multiple opportunities to win, including the free prize drawing for golfers

Each course awards prizes for low-net and low-gross foursomes, longest drive (men & women), closest to the line, and to the winner of the fun and entertaining Putt, Chip and Putt contest.
SO MANY Ways to Participate

### RECOGNITION/LOGO

<table>
<thead>
<tr>
<th>2018 Event Brochure</th>
<th>Gala &amp; Auction Program</th>
<th>Website</th>
<th>Main Tournament Sign</th>
<th>Special Gala/Tourney Signage</th>
<th>Player Spots</th>
<th>Goody Bags</th>
<th>Free Prize Drawing Tickets</th>
<th>Gala Guests</th>
<th>One Parting Gift Per Couple</th>
<th>Breakfast, Lunch Dinner for Golfers</th>
<th>Branded Items To Go In Goody Bag</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CORPORATE SPONSORSHIPS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenting: $50,000 <strong>SOLD</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>32</td>
<td>●</td>
<td>16</td>
<td>●</td>
</tr>
<tr>
<td>Gala: $25,000 <strong>SOLD</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>20</td>
<td>●</td>
<td>10</td>
<td>●</td>
</tr>
<tr>
<td>Tournament: $25,000 <strong>SOLD</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>20</td>
<td>●</td>
<td>10</td>
<td>●</td>
</tr>
<tr>
<td>Tournament Lunch &amp; Snack: $10,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>●</td>
<td>4</td>
<td>●</td>
</tr>
<tr>
<td>Gala &amp; Golf Entertainment: $6,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>●</td>
<td>2</td>
<td>●</td>
</tr>
<tr>
<td>Golf Cart: $6,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>●</td>
<td>2</td>
<td>●</td>
</tr>
<tr>
<td>Golf Ball: $4,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>●</td>
<td>1</td>
<td>●</td>
</tr>
<tr>
<td>Scoreboard: $1,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tee: $750</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flagwaver: Up to $499</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### GOLF & GALA GUEST PACKAGES

<table>
<thead>
<tr>
<th>Platinum Supporter: $16,000</th>
<th>●</th>
<th>●</th>
<th>●</th>
<th>8</th>
<th>8</th>
<th>8</th>
<th>16</th>
<th>●</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Supporter: $8,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>●</td>
<td>4</td>
</tr>
<tr>
<td>Silver Supporter: $4,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>●</td>
<td>4</td>
</tr>
<tr>
<td>Bronze Supporter: $2,000</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>●</td>
<td>4</td>
</tr>
<tr>
<td>Gala Tickets: $600/couple</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A cancer diagnosis is often missed because of someone’s healthy appearance or age, but a local woman is sharing her experience to help change that. For fourteen years Stephanie fought fatigue and weight gain and was told she had hypothyroidism. Upon seeking a second opinion at age 26, she was ultimately diagnosed with stage 4 thyroid cancer. Today she wishes she knew about 15-40 Connection’s 3 Steps Detect and tells WCVB Boston’s Heather Unruh, “If I didn’t have that inside voice telling me my symptoms weren’t normal, I wouldn’t be alive today.”
Knowing what feels great for you and recognizing when that changes is a key component of 15-40 Connection’s 3 Steps Detect education. Brenna Crowe, cancer-free for almost three years now, shared her story with Fox25 Boston reporter Elizabeth Hopkins with the hope that other people will become aware and be their own best advocate. “Don’t ignore little changes in your health,” Crowe said. She said when patients do this, “it impacts all areas of health — sometimes picking up things that aren’t cancer, but need attention.”
IN-KIND & FREE PRIZE DRAWING SPONSORS
A.J. Tomaiolo’s Restaurant  
Arturo’s Ristorante  
Atlas Distributing, Inc.  
Austin Liquor Company Inc.  
Brew City  
Sharon Caterino, LMT  
Central Rock Gym  
Connor Sign  
Crabtree & Evelyn  
Mieka Davis ATC, CMT/Resolution Bodyworks  
Dexter-Russell, Inc.  
Dive Bar  
El Basha  
EMC  
Employer’s Association of the Northeast  
Fialherty Physical Therapy Inc.  
Fuel for Fire  
Good as Gold Coffee  
Imperial Distributors, Inc.  
Jenny Boston  
Joey’s Bar & Grill  
Julio’s Liquors  
Lakeside Bar & Grille  
Latitude Beverage  
The Life Is Good Company  
The Living Earth  
Medmarc  
New Balance Athletic Shoe, Inc.  
Niche Hospitality Group  
O’Connor’s Restaurant & Bar Olympic Trophy  
The Original Bradford  
Soap Works  
Robin Pease, LMT  
Pegasus Limousine  
Percy’s  
Polar Beverages  
Provo Wealth Management Group  
Ramsey Rehab  
Leslie Seidenberg Kiefer, LMT  
Sneakerama  
Stretch-Tite-Premium Food Wrap  
Tufts Health Plan  
Wachusett Mountain  
Wexford House Restaurant  
Willy’s Steakhouse Grill & Sushi Bar  
Worcester Restaurant Group  

AUCTION SPONSORS
A.J. Tomaiolo’s Restaurant  
James Andaloro  
Frank Antonacci  
Arturo’s Ristorante  
Austin Liquor Company Inc.  
Richard Barry  
Bose  
Boston Red Sox  
Dr. Michael Bradbury  
Brew City  
Michael Cataldo  
Richard Carriere, Classic Hossacks  
Central Rock Gym  

Clarke Distribution Corporation  
Coghlin Cos., Inc.  
Chris & Kim Coghlin  
Jim & Kristen Coghlin  
Nancy M. Coghlin  
Jim & Nancy Coghlin  
Dale DelVecchio  
John H. Davis  
Stephen A. Davis  
Eagle Hill School  
El Basha  
Kenneth Ellis/Camelback Lodge & Aquatopia Indoor Waterpark  
Nora Flynn Company, DBA Reflections  
Cheryl Gallant  
Gary & Nancy Goodhile  
GoPro  
David Huhtala  
Jenny Boston  
John Keenan  
Michael & Lisa Kittredge  
Judi Mancini  
Martignetti Companies  
Susan Martone  
Kevin P. Meehan  
Kevin Mehra  
Steve & Deb Migridichian  
Russell Morin Fine Catering  
Niche Hospitality Group  
Scott Notargiacomo  
Todd O’Connell  
David M. O’Donnell  
Peak Fitness  
Pegasus Limousine  
Quality Beverages  
Quick Fitting, Inc.  
Anthony W. Ravosa  
Reebok  
Rob Fuller Motorsports, LLC  
Jim Ross  
Rovezzi’s  
Steve Sachetti  
Sharman’s Jewelers  
Sonoma Restaurant of Princeton  
Joseph Spadea, Sellia Corp.  
Sullivan, Garrity and Donnelly Insurance  
Tauck  
Trump National Golf Club  
Union Oyster House  
UPS  
Tim & Wendy Van Epps/The Sandri Companies  
Villa Castellamonte del Mare, Dominican Republic  
Wagner Motors  
Westborough Tennis & Swim Club  
Wexford House Restaurant  
Wheatleigh  
Willy’s Steakhouse Grill & Sushi Bar  
Worcester Restaurant Group  
Yama Zakura Corp.  

AUCTION PARTICIPANTS
Dan Adams  
James & Jillian Ahern  

*Auction Donor
For many of you who know founder Jim Coghlin Sr, his passion for sharing 15-40 Connection education, the lifesaving advantage of early cancer detection, is a gift he wants everyone to have. His interview with The Boston Globe was just another example of his and his wife Nancy and their family’s commitment to this organization’s mission to save lives through early cancer detection. For Jim’s family, the ultimate reward is 15-40 Connection expanding its reach nationally and internationally.

“When someone thanks you for saving their life, I don’t know what else can top that in a life’s journey,” says Jim.
When it comes to cancer symptoms, knowledge is more than power...

JOYCE KULHAWIK
As a three-time cancer survivor, Joyce Kulhawik, former WBZ TV arts and entertainment reporter, has learned how important it is to catch cancer early. She shared with our 2016 Gala guests, “we know our bodies better than anyone,” and explained that recognizing when something didn’t seem right with her body was a key to her survival. She became an important part of her medical team because she collaborated with her doctor and shared what she knew about herself. Today she is a 29-year survivor and early detection is a big reason why.

TAREK EL MOUSSA
A star of HGTV’s top-rated Flip or Flop, Tarek El Moussa, was diagnosed with thyroid cancer after a viewer noticed an unusual lump on his neck and notified the producers. That viewer’s shared knowledge empowered El Moussa to take action. You too can help others by encouraging friends or family to take notice of and act in response to subtle health changes that persist. “A lot of people said they got tested because I shared my (thyroid cancer) story,” said El Moussa. He later went public with a second diagnosis of testicular cancer and hopes his story inspires people to collaborate with their doctor.

JERRY REMY
Jerry Remy has been NESN’s Boston Red Sox color analyst since 1988. A fan favorite, he played second base for 10 years in the majors, six with the Red Sox (1978-84). One of his biggest feats — beating cancer X 4! Jerry credits early detection for saving his life. “I didn’t go to the doctor because I was afraid to get bad news. How crazy is that? And I finally got bad news… the longer you wait, the less chance you have of good results.” He never liked to go to the doctor, but he learned and is sharing these lessons and 3 Steps Detect. As he has recently reported, “without early detection for me… I’d probably be dead today.”

...It’s LIFESAVING. Learn 3 Steps Detect □ Recognize cancer symptoms.

“Most cancer is bad luck and early detection is a cure,” say Hopkins researchers. – Forbes, March 3, 2017

“By developing effective strategies to identify cancer early, lives can be saved and the personal, societal and economic costs of cancer care reduced.” – World Health Organization, February 3, 2017
A SPECIAL Thanks TO OUR 2017 VENUES...

SUNDAY, JULY 9, 2017
GALA & AUCTION
Mercantile Center
100 Front Street
Worcester, MA

MONDAY, JULY 10, 2017
GOLF TOURNAMENT
Haven Country Club
369 Cross Street
Boylston, MA

MONDAY, JULY 10, 2017
GOLF TOURNAMENT
Worcester Country Club
2 Rice Street
Worcester, MA

3 STEPS DETECT

STEP: 01 Remember What Great Feels Like.

STEP: 02 Use The 2-Week Rule.

STEP: 03 Share With Your Doctor.