

Our event begins at 11:00a.m. April 8 and continues until 11:00 a.m. April 9.

This year will mark the 15th year for this fundraiser and, to date, we have raised over \$450,000 to battle cancer! Our goal for this year is \$50,000. We need your help!

There are several ways that you can participate in "Dive for a Cure". NO EXPERIENCE NEEDED. Certified instructors will be on site to teach you, so beginners to experts alike are welcome!

The 24-hour Marathon

One event is the 24-hour marathon where a maximum of 6 participants raise a minimum donation of \$1,000.00 each from sponsors. They commit to staying in LDC Adventure Outfitter's indoor, heated pool for 24-hours.

The Underwater Relay

Another event is the underwater relay. This works like the walk-a-thons where contributions are solicited based on the number of hours your team commits to spend underwater. You can create your own team and schedule people to be in the water on scuba around the clock, relay-style, for the 24-hour period; a minimum donation for each team is \$5000.00.

Individual Participation

The most popular way to participate is to choose a time frame to be in the pool on or off scuba. Each participant is expected to raise a minimum donation of \$25.00 per person per hour.

Volunteer your time

We need all the helping hands we can get to make this event a success. We will need volunteers for set up, check-in, breakdown, during the event to help facilitate the activities and much more!

50/50 raffle

Try your luck and see how much money you can win. The drawing will be held April 9.

Hillier - LaRose Foundation will collect all monetary donations and distribute them to the benefitting charities. Please make all donations payable to HLF or donate online at www.hillierlarosefoundation.org/d4c

Some info about the Foundations we support:

American Cancer Society (ACS)

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy, and service. www.cancer.org

Cancer Care Foundation of Tidewater (CCFOT)

A unique organization that seeks to identify and fulfill the individual needs of cancer patients and their families. The foundation provides funding for a variety of support programs focusing on improving the patients physical and emotional well-being during treatment. This support helps reduce the stress of maintaining daily routines during treatment and contributes to retaining the patients dignity and quality of life. <http://ccfot.org>

Foundation for Applied Research in Gastrointestinal Oncology (FARGO)

The Foundation for Applied Research in Gastrointestinal Oncology (FARGO) is a non-profit 501 (c)(3) organization that promotes research, education and patient care in gastrointestinal oncology. FARGO's primary objective is to facilitate the transfer of basic science research into innovations in patient care. The responsibilities of FARGO include financial support, administrative support, and space for continued progress in the prevention and treatment of gastrointestinal cancer. www.surgicaloncology.com/soafargo

About Hillier - La Rose Foundation

A public 501 (c)(3) charity (app. pending) dedicated to fundraising, education, and public awareness of cancer, alcoholism, addiction, and the emotional and financial impact these diseases cause to the patient, the family and our Tidewater community. The Hillier-LaRose Foundation mission is to continue helping individuals in need of treatment, their families, and to promote health and wellness in the fight for a cure, and against disease, addiction and its devastation.

THERE'S FUN FOR THE WHOLE FAMILY!

Friday night - DJ, cornhole, the bachelor/bachelorette auction, various tournaments and prizes! Catering provided by local restaurants.

Saturday - **FAMILY FUN DAY!** BBQ, moon bounce, 50/50 raffle drawing, kids games and activities and prizes being awarded to those who participate!



A 24-Hour Underwater Marathon

Hosted by:

Hillier - LaRose Foundation,

Sponsored by:

LDC Adventure Outfitters,

ADS, Mythics, and

Tactical Distributors

April 8-9, 2011

Benefitting:

American Cancer Society

Cancer Care Foundation
of Tidewater (CCFOT)

FARGO

Foundation for Applied Research in
Gastrointestinal Oncology

Everyone is needed to
make this a success

No diving experience necessary.
Start today with the donation form
on the reverse side.



2011 is in Dedication
of Big Rick Williams

