

THE V FOUNDATION FOR CANCER RESEARCH

Invites you to celebrate the start of the collegiate basketball playoffs • Commemorate the 25th Anniversary of Jim Valvano's national championship win • Help raise money for cancer research to keep Jim's dream alive!

SHOW YOUR SPIRIT! ®

Thursday, March 20 & Friday, March 21, 2008

Jim Valvano's "don't ever give up" spirit led his 1983 NC State Wolfpack basketball team to a now-legendary national championship win.

That same "don't ever give up" spirit rallied his friends and ESPN colleagues to form The V Foundation for Cancer Research in 1993.

The "Don't Give Up. . . Don't Ever Give Up!" spirit continues to drive The V Foundation to raise money for essential cancer research to keep Jim's dream of finding cures for cancer alive. That dream did not save him, but it has saved people he loves and it will, perhaps, save you or someone you love.

The V Foundation gives 100% of every donation directly to cancer research and related programs with every bit of determination and drive fueled by our founding spirit.

Join our team for the 2008 Show Your Spirit! campaign. Celebrate the great game of basketball. Commemorate Jim's legendary win. Help us raise money for research to keep the dream alive!



SHOW YOUR SPIRIT®
for Cancer Research

JOIN THE V FOUNDATION FOR CANCER RESEARCH TO SHOW YOUR SPIRIT! THURSDAY & FRIDAY, MARCH 20 & 21, 2008.

- Celebrate the annual start of a great American sporting event with a minimum \$5 donation; wear your favorite team apparel and our "Don't Ever Give Up!" button to symbolize your support.
- Encourage others to join your team. Organize your workplace, school or organization in a spirited campaign to raise money for cancer research.
- Be a leader on Jim's most spirited team ever assembled, the team determined to cut down the nets in the fight against cancer.

To find out more about The V Foundation for Cancer Research, Jim Valvano and to enroll your company, school or organization in the 2008 Show Your Spirit campaign, visit The V Foundation website

www.jimmyv.org or call 1-800-4JimmyV.



Once you have registered, you will receive campaign materials to help you assemble a spirited Show Your Spirit campaign. Campaign support materials are available at www.jimmyv.org in both English and Spanish.