

**FOR IMMEDIATE RELEASE**

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**7<sup>th</sup> ANNUAL FORE NOAH AND FRIENDS FUNDRAISER**  
**Join us in Support of Critical Children's Cancer Research**



MESA, Ariz. (March 23, 2011) – Join Longbow Golf Club in support of the 7<sup>th</sup> annual Fore Noah and Friends golf tournament and family fun day on May 1, 2011. To date, \$370,000 has been raised at this annual event to benefit the Children's Neuroblastoma Cancer Foundation (CNCF) and fund vital research for this devastating disease.

Noah Nelson, the namesake for the tournament, was diagnosed in March 2005 with Stage IV, fully metastasized neuroblastoma, a rare and serious pediatric cancer that strikes 500 to 1,000 children in the U.S. each year. Noah underwent extensive chemotherapy, surgery and other therapies. While not considered cured, Noah has been NED or no evidence of the disease, for five and a half years now.

"I like that we can raise money for other kids with cancer and have fun at the same time. I look forward to the tournament every year," said 10-year-old Noah Nelson.

"We are honored to support the research efforts on behalf of the children and families that battle this horrible disease by contributing the use of our facility each year," said Bob McNichols, owner of Longbow Golf Club. "I thank our dedicated staff, event volunteers, sponsors and participants for helping us contribute to a finding a cure for Neuroblastoma. Until a cure is found, we will open our doors annually to support CNCF."

The event is somewhat unique in the world of charity golf tournaments and group events. Players participate in a morning shotgun round of golf and are joined by their families at Longbow Golf Club for food and fun in the afternoon. Entertainment includes food and beverages, bounce houses, face painting, snow cones, children's golf clinic, silent auction, helicopter ball drop and a three-hole golf contest for juniors. It is truly a family-friendly event run by families and enjoyed by all with the hope of finding a cure for this rare form of children's cancer.

“We are so grateful for all of the support that we have received from the community over the last six years,” said Andy and Lara Nelson, parents of Noah.

The Nelson family, responsible for the organization and promotion of the event, are reaching out to the families of other victims of this disease diagnosed since Noah's and who all support the effort and research to find a cure. They hope those that are in a position to do so, will join them at the event this year with their friends to further the cause and rally in a show of support for all these amazing families. Other local children battling this disease that will be honored that day include Ava Holder, Ronan Thompson and Jack Morton.

Pediatric cancer research has not received nearly as much funding as adult cancer research projects have. Therefore the \$1,650,000 of funding provided by CNCF to the research community is significant in advancing neuroblastoma studies and bringing more drugs and agents into clinical trials. The combined with this year's goal of \$65,000 for the FORE NOAH event, will account for \$435,000 used for research to find a cure for this pediatric cancer.

**For more information on tickets or sponsorships for this year's event, please got to [www.noahnelson.org](http://www.noahnelson.org) or contact Andy and Lara Nelson directly at [anelson@cox.net](mailto:anelson@cox.net).**

#### **About Longbow Golf Club**

Longbow Golf Club is a nationally recognized daily fee golf course located in Mesa, Arizona within of Longbow Business Park. Often described as the “Essence of Arizona Golf,” Longbow Golf Club serves up a desert golf experience that is firmly tied to the traditions of the game. Designed by Ken Kavanaugh, Longbow is consistently rated top notch by leading golf writers and publications, and was honored as one of the Top 100 Resort Courses in the Country, Golfweek Magazine 2009; Top 20 Best Public Access Courses in Arizona, Golfweek Magazine 2010; Top 25 Courses in Arizona, Golf Magazine 2010 and has received numerous other awards and top rankings. Longbow Golf Club is professionally managed by OB Sports Golf Management, a diversified, golf-oriented company with a long history of success. Longbow Golf Club is Another Daedalus Development. To learn more about Longbow Golf Club or to book a tee time, call 480.807.5400 or visit [www.longbowgolf.com](http://www.longbowgolf.com).

#### **About Daedalus Real Estate Advisors**

Daedalus Real Estate Advisors, LLC, is a Phoenix based commercial real estate services company that provides investment, development and communications consulting to corporate real estate clients. Consistently recognized as one of Arizona's top developers, Daedalus creates exclusive lifestyle experiences through office, industrial, retail, golf and residential development. For more information, visit [www.daedalusllc.com](http://www.daedalusllc.com).

#### **About Children's Neuroblastoma Cancer Foundation (CNCF)**

The Children's Neuroblastoma Cancer Foundation (CNCF) is a non-profit national health organization committed to finding a cure for neuroblastoma through research, education, awareness and advocacy. The premier source for neuroblastoma information and resources, CNCF initiatives educate the public about a disease dramatically lacking in awareness and funding. It serves as an advocate for families, as well as a liaison between healthcare providers and families. CNCF was created in 2000 by the family and friends of Nick Tallungan, who at 10 years old, lost his courageous battle with neuroblastoma. One brave child motivated us to make a difference – for all families affected by this disease. Today, CNCF is a global foundation representing hundreds of families. Our mission: to help fund a cure for neuroblastoma. Through the generous donations of the business community, families and friends, we create resources for families, educate the public and drive greater awareness – and funding – for neuroblastoma. We provide a forum for patients and families to share their experiences. Our national educational programs bring

together clinicians, researchers and medical experts to support our mission. For more information, please visit [www.cncfhope.org](http://www.cncfhope.org).

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