



NEWS RELEASE

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MYRTLE BEACH GOLF HOLIDAY PARTNERS WITH THE NATIONAL PROSTATE CANCER COALITION TO “KNOW YOUR SCORE”

Myrtle Beach, S.C., Golf Courses to Host Closest-to-the Pin Contests Each Saturday in April with All Proceeds to Benefit Prostate Cancer Research

March 19, 2008, Myrtle Beach, S.C. – Myrtle Beach Golf Holiday and Myrtle Beach area golf courses have teamed up with the National Prostate Cancer Coalition (NPCC) to kick off the “Know Your Score” campaign to benefit prostate cancer research. Through events and tournaments scheduled in Myrtle Beach during 2008, Myrtle Beach Golf Holiday hopes to raise more than \$250,000 for the NPCC and their prostate cancer research efforts.

The “Know Your Score” campaign” officially kicks off in April with closest-to-the-pin contests held each Saturday during the month of April at 31 Grand Strand area golf courses. By making a \$20 donation to the NPCC, golfers can compete against all other closest-to-the-pin participants to win prizes. The following Grand Strand area courses will participate Aberdeen Country Club, Arrowhead Country Club, Black Bear Golf Club, Blackmoor Golf Club, Burning Ridge Golf and Country Club, Caledonia Golf & Fish Club, Crown Park Golf Club, Farmstead Golf Links, Founders Club at Pawleys Island, Grande Dunes Resort, Indian wells Golf Club, Indigo Creek Golf Club, Island Green, King’s North at Myrtle Beach National, Litchfield Country Club, Meadowlands Golf Club, Myrtlewood Golf Club, River Club, River Hills, River’s Edge, SouthCreek at Myrtle Beach National, Pawleys Plantation Golf & Country Club, The Long Bay Club, Tidewater Golf Club & Plantation, Tradition Club, Waterway Hills, West Course at Myrtle Beach National, Wicked Stick Golf Links, Willbrook Golf Plantation and Wild Wing Plantation.

“We are honored to work with the NPCC to help raise money for prostate cancer research,” said Bill Golden, vice president and director of marketing for Myrtle Beach Golf Holiday. “Prostate cancer is the second-deadliest cancer for men and threatens many of our three million golfers that visit the Grand Strand each year. We look forward to working with the NPCC and helping golfers not only lower their golf scores but also reduce their prostate cancer test scores.”

(more)

The “Know Your Score” campaign slogan refers to the prostate-specific antigen (PSA) test given to men 50 years of age or older to help detect prostate cancer. A low score on the PSA test is good news and is the best screening tool currently available when used with the physical prostate exam, according to the NPCC.

“Prostate cancer has a 99 percent survival rate when caught early and we’re committed to finding the best test possible to detect cancer,” said Jamie Bearse, NPCC executive vice president. “We’re honored and thrilled to work with Myrtle Beach Golf Holiday to launch the “Know Your Score” campaign aimed at establishing a program to fund research in finding a new test for prostate cancer.”

About the National Prostate Cancer Coalition

Prostate cancer will affect one in every six men during their lifetime with more than 180,000 new cases diagnosed nationwide each year, more than breast cancer. African-American men are at special risk, as they have the highest mortality rate of prostate cancer in the world – two-and-a-half times that of white males. There are no noticeable symptoms of prostate cancer while it is still in the early stages, which substantiates the urgent need for annual tests. Screening for prostate cancer involves a simple blood test and a physical exam which takes about 10 minutes.

NPCC sets the standard for rapidly reducing the burden of prostate cancer on American men and their families through awareness, outreach, and advocacy. Their publicity campaigns and partnerships educate men and their families about the risks of prostate cancer and the importance of early detection. NPCC manages the nation’s only mobile prostate cancer screening program, The Drive Against Prostate Cancer, which has tested more than 65,000 men during stops at at-risk and underserved communities while the website, FightProstateCancer.org, and weekly e-newsletter, *aware*, are America’s leading sources for information about prostate cancer. Further, NPCC also actively works with government officials to increase federal funding for prostate cancer research. Since NPCC was founded in 1996, annual federal funding for prostate cancer research has increased five-fold, to \$469 million.

NPCC is increasing its commitment to prostate cancer early detection in 2008 by partnering with Myrtle Beach Gold Holiday to raise research funds to discover a new test for prostate cancer. To learn more about the National Prostate Cancer Coalition, visit fightprostatecancer.org or call 888-245-9455.

About Myrtle Beach Golf Holiday

Myrtle Beach Golf Holiday is a non-profit trade association of 77 championship golf courses, 104 golf package providers and five golf schools in the Myrtle Beach, South Carolina area. Founded in 1967, the organization has been and continues to be the driving force behind the growth of the Myrtle Beach area golf market. The originator of the “Stay and Play Package,” Golf Holiday provides non-biased information about the area accommodations and golf courses to assist golfers in making the most informed decisions when planning for their next vacation. Golf Holiday also hosts seven events and tournaments annually to help grow the game of golf and attract golfers to the Grand Strand during slower times of year. In addition to hosting the Hootie & the Blowfish Monday After The Masters Celebrity Pro-Am Golf Tournament each spring, Golf Holiday also manages the PGA TOUR Superstore World Amateur Handicap

Championship – the world's largest on-site golf tournament, the Summer Family Golf Tournaments, the Spring and Fall Palmetto High School Golf Championships, the Veterans Golf Classic and the FDNY 9-11 Memorial Golf Outing. For more information, call Myrtle Beach Golf Holiday at 1-800-833-8798 or visit GolfHoliday.com.

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