



FOR IMMEDIATE RELEASE

2019 COLOGUARD CLASSIC MAKES BIG IMPACT ON SOUTHERN ARIZONA

TUCSON, Ariz. – April 18, 2019 – The 2019 Cologuard Classic tournament announced today that more than \$600,000 was raised from the PGA TOUR Champions event that will soon benefit Southern Arizona youth amateur athletics, and colorectal cancer research and advocacy.

The tournament's charitable efforts were heavily focused on raising awareness of colorectal cancer and the importance of early screening and detection. Colorectal cancer is the second-leading cause of cancer-related deaths among men and women combined in the United States.¹ When caught early, 90% of colorectal cancers are treatable.¹

As part of the initiatives onsite, the Cologuard Classic kicked off tournament week by hosting the *Get Your Rear In Gear* 5k run/walk in partnership with the Colon Cancer Coalition. This year's event had more than 700 participants and the funds raised will support colorectal cancer education and screenings benefiting the local community. Also, the tournament hosted a Dress in Blue Day presented by the Colorectal Cancer Alliance. It was an enormous success as thousands of fans, volunteers and golfers created a sea of blue with their attire – from hats to shirts, and even shoelaces.

Additionally, the Cologuard Classic Celebrity Challenge played during the tournament's second round, generated further awareness for the cause. Former athletes Oscar De La Hoya and Chuck Cecil defeated actors Alfonso Ribeiro and Greg Kinnear in front of a lively and energetic crowd. Following the round, Exact Sciences, makers of Cologuard, made a \$50,000 donation in the names of De La Hoya and Cecil to the Colorectal Cancer Alliance. De La Hoya announced Golden Boy Promotions, his boxing and mixed martial arts promotions firm, would match the donation for a total of \$100,000 to the Colorectal Cancer Alliance.

The 2019 Cologuard Classic had an estimated \$25 million economic impact on the Southern Arizona economy. For the Cologuard Classic and surrounding events, this included the expenditures of visitors; media from outside Arizona who covered the event; the organizational spending by the Conquistadores; media and event production companies; diverse organizations and businesses involved in operations; event production and activation of sponsorships; and the weekend coverage to national and international audiences on Golf Channel.

The 2020 tournament will mark the third year of the Cologuard Classic, named after Wisconsin-based Exact Sciences' noninvasive at-home colon cancer screening test for average-risk individuals 50 years or older, and the sixth year the Conquistadores have partnered with the PGA TOUR Champions. Next year's tournament activities will take place February 23 – March 1 at Omni Tucson National Resort and will feature a 78-player field competing for a \$1.7 million purse with \$255,000 and 255 Charles Schwab Cup points for the winner.

For up-to-date information on next year's Cologuard Classic follow cologuardclassic.com, at [facebook.com/CologuardClassic](https://www.facebook.com/CologuardClassic), on Twitter [@CologuardGolf](https://twitter.com/CologuardGolf) and Instagram [@Cologuard_Classic](https://www.instagram.com/Cologuard_Classic).

¹American Cancer Society, Cancer Facts & Figures 2017, <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2017/cancer-facts-and-figures-2017.pdf>, Accessed February 5, 2019

The Tucson Conquistadores, Inc. review funding requests from organizations and determine contributions including scholarships on a monthly basis. The deadline for applications is the 24th of each month, with requests reviewed and applicants notified by mail around the 15th of the following month. More information on charitable funding can be found on the Tucson Conquistadores' website, www.tucsonconquistadores.com/funding-info-application.

ABOUT THE TUCSON CONQUISTADORES

The Tucson Conquistadores are the host organization of the PGA TOUR Champions' Cologuard Classic. Since their inception in 1962, the Conquistadores have contributed more than \$35 million to youth athletic programs in Southern Arizona. The Conquistadores have an active membership of up to 60 business and community professionals and a total membership of 209 who represent a cross-section of the Tucson community. In addition to their professional golf activities, the group has established the Tucson Conquistadores Foundation. Key beneficiaries of the Conquistadores' fund-raising efforts include: the Pima County Junior Soccer League; the Sporting Chance Center; The First Tee of Tucson; Tucson and Pima County Junior Golf Programs; the Field of Dreams/Challenger Little League sports complex; Boys and Girls Clubs in Tucson, Sierra Vista and Nogales; Pima County Special Olympics; Educational Enrichment Foundation; and the YMCA. Follow the Tucson Conquistadores online at www.tucsonconquistadores.com, and [Facebook.com/TucsonConquistadores](https://www.facebook.com/TucsonConquistadores).

ABOUT COLOGUARD

Cologuard is intended for the qualitative detection of colorectal neoplasia associated DNA markers and for the presence of occult hemoglobin in human stool. A positive result may indicate the presence of colorectal cancer (CRC) or advanced adenoma (AA) and should be followed by diagnostic colonoscopy. Cologuard is indicated to screen adults of either sex, 50 years or older, who are at typical average-risk for CRC. Cologuard is not a replacement for diagnostic colonoscopy or surveillance colonoscopy in high risk individuals.

Cologuard is not for high risk individuals, including those with a history of colorectal cancer and advanced adenoma, a family history of colorectal cancer, IBD or certain hereditary syndromes. Positive Cologuard results should be referred to diagnostic colonoscopy. A negative Cologuard test result does not guarantee absence of cancer or advanced adenoma. Following a negative result, patients should continue participating in a screening program at an interval and with a method appropriate for the individual patient. Cologuard performance when used for repeat testing has not been evaluated or established. Rx only.

ABOUT PGA TOUR CHAMPIONS

PGA TOUR Champions is a membership organization of professional golfers age 50 and older, including 32 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. In 2019, the PGA TOUR Champions schedule includes 27 tournaments across the United States, Japan, England and Canada, with purses totaling nearly \$58 million. The Charles Schwab Cup, which includes the Regular Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air in excess of 190 countries and territories, reaching more than 350 million potential households. Follow PGA TOUR Champions online at PGATOUR.com, at [facebook.com/PGATOURChampions](https://www.facebook.com/PGATOURChampions), on Twitter [@ChampionsTour](https://twitter.com/ChampionsTour) and on Instagram [@pgatourchampions](https://www.instagram.com/pgatourchampions).

Tournament Media Contact

Ana Tello
ana.tello@tucsonconquistadores.com
520.396.3524

###