

**THE EASTERN BANK**

**18**  
**Challenge**  
vs. BREAST CANCER

**An LPGA Pro-Am Golf Tournament**

September 29, 1997 Salem Country Club

Peabody, Massachusetts

To Benefit The Malden Breast Health Initiative

# AN EVENT OF MAJOR PROPORTIONS

**W**e invite you to participate in the **Eastern Bank 1-in-8 Challenge vs. Breast Cancer**, an LPGA Pro-Am Golf Tournament to benefit the **Malden Breast Health Initiative**. This tournament promises a unique opportunity for the serious amateur to match strokes with LPGA Hall of Famers Pat Bradley, Sandra Haynie, Kathy Whitworth, and 25 other touring professionals while raising money for a vital cause. **T**he event takes place at the historic Salem Country Club in Peabody, one of the oldest and finest golf courses in the world. Designed by Donald Ross, the preeminent

golf course architect of his time, Salem is known as the jewel in Ross' crown. Its tight fairways and unforgiving greens make this 6,823-yard par 72 a true challenge for any champion. **S**alem has had a rich heritage in promoting women's golf since its inception. The 1932 U.S. Women's Amateur and 1954 and 1984 U.S. Women's Open championships were all held here. In '54 the legendary "Babe" Didrikson Zaharias stunned the gallery with her comeback victory just months after surgery for colon cancer. It is in her spirit that the **1-in-8 Challenge** is being held today to help women fight breast cancer and thrive.

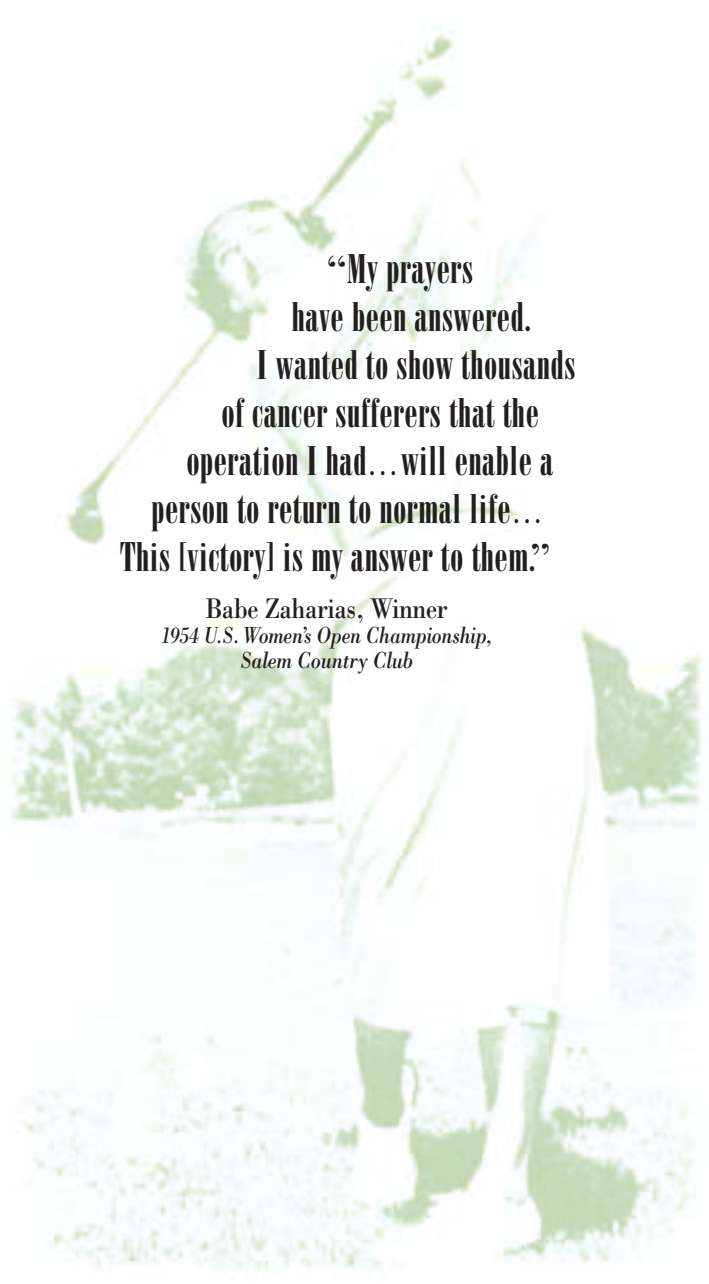
## THE LPGA TAKES AIM AGAINST BREAST CANCER

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**T**he LPGA has dedicated itself to finding a cure for breast cancer. Its charitable tournaments have raised nearly \$85.5 million since 1981 toward that cause. Affected first-hand by breast cancer, LPGA members have come to know only too well the devastating effects of the disease on women, family, and friends. In 1993, the LPGA lost 28-year-

old Heather Farr to breast cancer. In 1996, Kathy Ahern succumbed to the disease at the age of 47.

**I**n 1992, the LPGA designated the Susan G. Komen Breast Cancer Foundation as its Official National Charity. Today, LPGA players have brought their campaign to the local level by joining forces with The Malden Breast Health Initiative.



**“My prayers  
have been answered.  
I wanted to show thousands  
of cancer sufferers that the  
operation I had... will enable a  
person to return to normal life...  
This [victory] is my answer to them.”**

**Babe Zaharias, Winner  
1954 U.S. Women's Open Championship,  
Salem Country Club**

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September 29, 1997

**SCHEDULE OF EVENTS**

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8:00-10:30 a.m.	Continental Breakfast Sponsor Receptions Registration
8:30-9:15 a.m.	Women's Clinic Heather Kahn, WCVB-TV Channel 5 HealthBeat Reporter, Guest Host
9:30-10:15 a.m.	Players' Clinic and LPGA Demo Practice Greens/Driving Range Open
10:30 a.m.	Shotgun Start Skill Contests on Course Lunch on Course Spectator Viewing
3:00-4:00 p.m.	Reception Cocktails and Hors D'Oeuvres Autograph and Photo Sessions
4:00-6:00 p.m.	Buffet Dinner Invited Guests Awards

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“EASTERN BANK IS PLEASED TO BE A

CO-NAMING SPONSOR FOR THE

1-IN-8 CHALLENGE VS. BREAST CANCER.

WE HOPE YOU WILL JOIN US IN

SUPPORTING THIS WORTHY CAUSE.”

STANLEY LUKOWSKI, PRESIDENT, EASTERN BANK

### THE 1-IN-8 CHALLENGE

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**T**he American Cancer Society estimates that ONE IN EIGHT women will experience breast cancer in her lifetime. One in eight. This despite advances in medical research and technology. In Malden, the number of women who died from breast cancer in 1995 was 39% higher than the state average. The mortality rate in Massachusetts is significantly higher than the national norm. Clearly, breast cancer is occurring in “epidemic” proportions. Research is important, but early detection is currently a woman’s best hope for a cure.

**T**he Malden Breast Health Initiative is bringing that hope to women at risk for breast cancer *today*.

Through education, free screenings, treatment and follow-up care, the Initiative is dramatically increasing the chances of early detection and survival. The Initiative serves all women, but especially those who are under- or uninsured. Obtaining quality health care is difficult enough for women with means and access. For those challenged by lack of education or limited circumstance, the obstacles can be unbearable.

**P**lease join Eastern Bank and the LPGA in the **1-in-8 Challenge vs. Breast Cancer**. Every \$100 raised for a free screening mammogram can potentially save a life.

## PLAY WITH THE PROS

Take advantage of this rare opportunity to step up to the tee with today's leading women pros while pitching in for a good cause.



### **PAT BRADLEY, LPGA HALL**

**OF FAME 1991** — Westford native and local favorite Pat Bradley has won six major championship titles and is the only woman to ever win all four of the modern majors. She was the fourth

player in LPGA history to reach the \$1-million mark and became the first player in LPGA history to surpass the \$2-, \$3-, and \$4-million milestones in career earnings.

### **SANDRA HAYNIE, LPGA HALL OF FAME 1977** —

Sandra is the winner of 14 LPGA titles, four of which are major championships.

In 1974, she became only the second woman to win the LPGA Championship and the U.S. Women's Open in the same season. Battling



arthritis from the age of 33, Sandra heads the annual celebrity pro-am, "Swing Against Arthritis," benefiting the Texas chapter of the National Arthritis Foundation.

### **KATHY WHITWORTH, LPGA HALL OF FAME 1975** —

A Tour player since 1958, Kathy has an unprecedented 88 career wins, an all-time record for both men's and women's U.S. Tours.

A winner of six major championships, Kathy has been awarded Player of the Year seven times. She was the first woman in the history of the LPGA to surpass the \$1-million earnings mark.

Other LPGA pros slated to play in the **1-in-8 Challenge** include Lu Bemvenuti, Jerilyn Britz, Laurie Brower, Annette DeLuca, Michelle Dobek, Mitzi Edge, Michelle Estill, Allison Finney, Nancy Harvey, Rachel Hetherington, Patty Jordan, Jenny Lidback, Melissa McNamara, Cathy Mockett, Cathy Morse, Lenore Rittenhouse, Sue Thomas, Susan Veasey, and Barb Whitehead.



“ALL OF US ON THE LPGA TOUR ARE WORKING ON OUR GOLF GAME EVERY DAY. BUT WE'RE ALSO WORKING TO END THE NATIONAL EPIDEMIC OF BREAST CANCER. AS A NATIVE OF MASSACHUSETTS, I'M SO PLEASED TO BE PLAYING IN THE EASTERN BANK 1-IN-8 CHALLENGE VS. BREAST CANCER, WHICH WILL BENEFIT THE MALDEN BREAST HEALTH INITIATIVE. JOIN ME ON SEPTEMBER 29 FOR GREAT GOLF TO HELP A GREAT CAUSE.”

**PAT BRADLEY, MEMBER LPGA HALL OF FAME**



“THIS LPGA PRO-AM GOLF TOURNAMENT WILL BENEFIT THE MALDEN BREAST HEALTH INITIATIVE, A PROGRAM WHICH PROVIDES FREE MAMMOGRAMS AND TREATMENT TO WOMEN WITHOUT HEALTH INSURANCE.”

DR. SUSAN WELD, RESEARCH FELLOW, HARVARD UNIVERSITY



## REGISTRATION & FORMAT

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Registration will be limited to 100 players and will be accepted on a first-come, first-serve basis. The deadline for registration is September 5, but earlier sign-ups are encouraged. Registration cannot be guaranteed, and golf slots will not be reserved, until payment is received.

The entry fee is \$5,000 per foursome, or \$1,250 per player. Fees include continental breakfast, morning clinics, greens fee, golf cart, gift, lunch, reception, dinner, and prizes. Corporate foursomes include Tee sponsorships valued at \$2,500 each. No refunds will be made after September 5 unless reservations are sold to other players.

The tournament will be played in a scramble format. Each foursome will be joined by an LPGA pro.

## SPECIAL GUEST PACKAGES

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Some companies may wish to invite non-playing guests to share in the events of the day. Deluxe Gallery Packages, which include spectator admission, lunch, the reception, and dinner, are available for \$250 each. Reception and dinner guests may attend for \$175 each. Viewer admission only is \$50.

Please include the names of non-playing guests on the registration form.

## SPECIAL SKILL CONTESTS

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- **\$25,000 Putt Off**

Putt for dough with a chance to win \$25,000 in cash! Open to all players. Entry fee at registration.

- **Hole-in-One Contests**

Drive for show where the prizes range from a luxury sedan to golf vacation getaways! Open to all players. Entry fees at registration.

- **Tournament Prizes**

Prizes will be awarded for team low gross scores, longest drives, most accurate drive, and closest-to-the-pin. Major raffle prize packages will also be available.

## TAX DEDUCTION

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Once payment is received and your registration is confirmed, a letter will be sent specifying the amount of the fee that is deductible as a charitable contribution.

## Questions?

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For further information, call Jan Nargi, director of public affairs at The Malden Hospital, at (617) 397-6561.

## EVENT CHAIRS

Dr. Susan Weld, *Honorary Chair*

Heather Kahn, *Celebrity Chair*

## CO-NAMING SPONSOR

Eastern Bank

## MEDIA PARTNERS

Community Newspapers

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WCVB-TV Channel 5

## ADDITIONAL SPONSORS

BankBoston

Fidelity Investments

Fleet Financial Services



“ I RECENTLY LEARNED THAT IN MY HOME TOWN OF MALDEN, THE DEATH RATE FROM BREAST CANCER IS 39% ABOVE THE STATE AVERAGE. THAT’S WHY I’M SO PLEASED TO CO-CHAIR THE EASTERN BANK 1-IN-8 CHALLENGE VS. BREAST CANCER WITH DR. SUSAN WELD. PLEASE HELP US SAVE THE LIVES OF MASSACHUSETTS WOMEN.”

HEATHER KAHN, HEALTHBEAT REPORTER AND ANCHOR FOR WCVB-TV CHANNEL 5



**Eastern Bank**

As different as a bank can be.



WCVB TV  
BOSTON



THE MALDEN  
HOSPITAL

*A Healthy Hospital for a Healthy Community*

100 Hospital Road, Malden, MA 02148 (617) 397-6561