



## NEWS RELEASE

For Immediate Release

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### THE ONE WHO GOT AWAY

*Brian Olson Memorial Golf Tournament Proceeds Save a Life*

**Boise, ID (May 29, 2007)** – On Friday, June 1, the 7th Annual Brian Olson Memorial Golf Tournament will be held at BanBury Golf Club in Eagle to raise awareness for the importance of screenings as a prevention tactic for colorectal cancer.

Every year, the monies raised from the tournament assist in the distribution of free colon cancer screening kits at educational events hosted by St. Luke's Mountain States Tumor Institute (MSTI) throughout Idaho. It also provides financial assistance for those seeking advanced colorectal screening procedures and helps to support MSTI's FUN for Life program, which teaches children, in a fun way, the importance of a healthy lifestyle.

In September 2005, Toni Breese attended St. Luke's Women's Show at the Boise Centre on the Grove and stopped by the St. Luke's MSTI booth where she received a free colon screening kit. "I got home and threw it into the wastepaper basket immediately," said Toni. "I felt guilty as soon as I threw it away because I knew that someone had spent money to produce them so I retrieved it. I put it under my sink, and seven or eight months later after becoming anemic I decided to assist my doctor in the diagnosis and used it as he began his work up."

"I was shocked when it came back positive and went out and bought a second kit to make sure that it wasn't broken," said Toni. "It was positive, too."

At this point, Toni was scheduled for a colonoscopy. It turned out that she had a golf ball sized polyp on her colon near her appendix. "The one thing that I knew about colon cancer was that it happened to other people."

Colorectal cancer is the second leading cause of cancer death in men and third leading cause of cancer death in women. In the United States alone, an estimated 112,340 cases of colon and 41,420 cases of rectal cancer are expected to occur in 2007; and 600 of these will be diagnosed in Idaho.

"Colorectal cancer is the third most common cancer in both men and women," said Linda Penwarden, clinical nurse specialist at St. Luke's MSTI. "It is also one of the few cancers that can be prevented through screening and better treated when detected in its early stages."

(MORE)

In 2001, a group of Hewlett-Packard volunteers created a fundraising event to accelerate the creation of a colorectal cancer education fund for Idahoans, these prevention and screening activities are conducted by St. Luke's Mountain States Tumor Institute (MSTI). The impetus for this event was the untimely death of Brian Olson, a beloved Hewlett-Packard employee and community leader, due to colorectal cancer. Brian was 39 years old and left behind two young children.

At the completion of the tournament, a check estimated at \$23,000 will be presented to St. Luke's Health Foundation. In the past seven years, the event has raised more than \$200,000 in proceeds for St. Luke's MSTI, making it one of the largest third-party fundraising events for St. Luke's each year. In addition, another check, estimated at \$7,000 will be provided to Brian's two sons; the money will be placed in their college education funds – to date, the tournament has raised approximately \$47,000 for the boys' college fund.

**Editor's Note:** After the tournament, a check presentation will be held at 1:15 p.m. at the Banbury Golf Club patio. Media are invited to attend and interviews will be arranged at this time with Toni Breese, hospital administrators, physicians, Brian's family members, players, and event volunteers.

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