

***Surfing for a Cure!***  
**The 17<sup>th</sup> Annual Moores UCSD Cancer Center**  
**Luau & Longboard Invitational**

[www.longboardluau.org](http://www.longboardluau.org)



**Aloha New Friends and Legacy Supporters,**

Cancer knows no bias. It is unaffected by race, gender, nationality or social status. One in three people will contract cancer. These facts almost guarantee that each and every one of us will in some way be touched by cancer – either personally or through a loved one. Collectively we can make a difference.

The Moores UCSD Cancer Center is one of just 40 centers in the United States to hold the National Cancer Institute (NCI) designation as a Comprehensive Cancer Center. As such, it ranks among the top centers in the nation conducting basic and clinical cancer research, providing advanced patient care and serving the community through outreach and education programs.

Again this August, the Moores UCSD Cancer Center Luau & Longboard Invitational *surf for a cure* will bring together some of the most respected men and women in surfing history with artists, business professionals, healthcare providers, scientists, local politicians and national celebrities.

More importantly, it will once again unite a caring community in the fight against cancer.

Internationally renowned for attracting the largest participation of surf Legends, the Luau is one of the world's most successful surfing fundraisers. Now in its 17th year, the Luau & Longboard Invitational has donated over \$4.7 million in support of cancer research and treatment.

The generosity and accomplishments of this community are truly remarkable. The Luau support of the Moores UCSD Cancer Center has contributed to many innovative treatments and scientific advancements. Community partners, companies, and individual contributors are needed to ensure the success of the 2010 Luau & Longboard Invitational.

If you are new to the event, enjoy the noble sport of the Hawaiian kings, and thrive on making an impact, we invite you to join us this year in a most noble cause.

To our loyal supporters and volunteers, we thank you and seek your ongoing participation.

Together, we can make cancer history, one patient, one cancer, one cure at a time.

We look forward to sharing August 22, 2010 with you.

Mahalo,

Greg Gorgas  
Event Chair

Woodie Perrin  
Event Chair