

Tee Up Fore the Cure Talking Points

1. What Is Tee Up Fore the Cure?

- a. Tee Up Fore the Cure is a non-profit golf event that raises awareness and funds towards find a cure for Type 1 Diabetes. All funds raised are donated to JDRF and the Max McGee Center at Children's Wisconsin.
- b. The event is hosted by ITU AbsorbTech, an industrial launderer based in New Berlin, WI.

2. About T1D

- a. 64,000 people are diagnosed with T1D in the U.S. every year.
- b. As we all know, Type 1 Diabetes can have a huge impact on your day-to-day life.

3. Tee Up Fore the Cure's Impact on T1D

- a. Tee Up has raised over \$850,000 to date towards T1D research.
- b. The event proceeds have funded essential research equipment like an ultra-low temperature freezer for blood samples, server and software enhancements, and DNA sequencing technology. All of these items have helped JDRF and the Max McGee Center with their research on finding a cure for T1D.
- c. 30 years ago, it was impossible to predict if someone would develop T1D. Today, JDRF has identified biomarkers to detect and track T1D well before symptoms arise.

4. Event Details

- a. Tee Up Fore the Cure will be held on Monday, September 19th at the Geneva National Resort in Lake Geneva, WI.
- b. The event hosts 50+ celebrities including Bonnie Blair, Jim Gantner, and Paul Molitor who will be the events Featured Celebrity.
- c. Foursomes playing in the event will be paired with a celebrity.
- d. This year, Tee Up Fore the Cure is aiming to reach \$1 million in total funds raised.

5. Conclusion

- a. The event is likely to sell out, so act now if you are interested in attending.
- b. Sponsorships are still available.
- c. For more information or to donate, go to TeeUpForetheCure.com. That's Tee Up Fore (F-O-R-E) the Cure dot com.