

Edgewood College: Eagles 'Shooting Down Cancer' raises \$7,795 for American Cancer Society

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Madison, Wis. (October 20, 2017) – Under the banner of #UniteToFight, Edgewood College's newest fundraiser "Eagles Shooting Down Cancer" exceeded expectations in its first year of existence. The Edgewood community came together to raise \$7,795 for the benefit of the American Cancer Society's Coaches vs. Cancer Wisconsin program from October 10-14, with more donations still arriving.

"We are so pleased with the support of our Edgewood community," Justin Meyer, Edgewood College head men's basketball coach said. "Everyone's life has been touched by cancer in some way, so to see all these people that want to contribute and make a difference in the lives of others was truly inspiring. We would like to thank everyone who participated or donated."

Participants were asked to donate \$1 in order to shoot a free throw and a half-court shot. An anonymous donor pledged to match each \$1 donation and then provide a \$5 bonus for a made free throw and a \$100 bonus for a made half-court shot.

Over the course of five days, students, faculty, staff, parents and alumni from Edgewood Campus School and Edgewood College made 495 free throws and 41 half-court shots to earn a total bonus of \$6,590. When added to the \$1 donation per shot and the matching pledge, the Eagles raised \$7,795 for the benefit of the American Cancer Society's Coaches vs. Cancer Wisconsin program.

The inspiration behind Eagles Shooting Down Cancer stems from former UW-

Madison men's basketball coach Bo Ryan and his wife Kelly who began this initiative six years ago.

"We are beyond grateful for Coach Meyer, Edgewood College Athletics, President Flanagan and all those who participated in this event," Marieanna Wild, Senior Development Manager at the American Cancer Society said. "It is incredible to see a community come together to raise awareness and give back."

Edgewood College's last #UniteToFight campaign in 2014 raised \$5,000 and culminated in student **Jim Gainey '14** receiving his bachelor's degree 11 years after leaving school to start a career. Gainey passed away from stage four colon cancer in 2016.

(Caption: l. to r.: Edgewood College men's basketball coach Justin Meyer, Senior Development Manager at the American Cancer Society Marieanna Wild, Edgewood College President Dr. Scott Flanagan. Edgewood College Photo.)

About Edgewood College

Located in Madison, Wis., Edgewood College is a liberal arts Catholic college in the Dominican tradition. We serve approximately 3,000 undergraduate and graduate students at our Monroe Street and Deming Way campuses, and online. The College offers more than 40 academic and professional programs, including master's degrees in business, education, and nursing, and doctoral degrees in educational leadership and nursing practice. For more information about Edgewood College, please visit www.edgewood.edu, or call Ed Taylor in Marketing & Strategic Communications at [608-663-2333](tel:608-663-2333).

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