

For Immediate Release

August 11, 2009

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The Greater Raleigh Convention and Visitors Bureau Announces Cause-Marketing Partnership with the V Foundation for Cancer Research

Raleigh, NC -- The Greater Raleigh Convention and Visitors Bureau (GRCVB), the official destination marketing organization for Wake County, has announced the launch of a new cause-marketing program with the V Foundation for Cancer Research. The partnership was formed to create awareness of and support fundraising efforts for cancer research.

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$80 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs.

"The GRCVB was looking for ways to be socially responsible and make a positive impact on our local community, said Denny Edwards, president and CEO of the Greater Raleigh Convention and Visitors Bureau. "The V Foundation, based in Wake County, has national reach with significant impact on cancer research; it seemed like a natural fit."

Meeting and convention industry research shows that 64% of meeting planners are interested in giving time or money to local causes when they meet in a destination. The GRCVB has developed a series of initiatives with the goal of engaging event and sports planners to set up socially responsible activities while they meet in the Raleigh area, as well as providing strategies to build awareness in their own communities.

The new cause-marketing platform will also include: navigational call-outs to the V Foundation's website (www.jimmyv.org) on www.visitRaleigh.com and promotion of the V Foundation at more than 30 tradeshow and events with branded elements including collateral material and scrolls of the famous "Don't Give Up, Don't Ever Give Up" speech made by Jim Valvano at the 1993 ESPY Awards. The GRCVB has also developed a series of "Parties with a Purpose" that meeting planners can incorporate into their meetings and conventions with the goal of raising funds for cancer research.

QUOTE FROM NICK VALVANO

About the Greater Raleigh Convention and Visitors Bureau

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business. Through its website, visitRaleigh.com and other tools, the GRCVB assists local visitors in a variety of ways.

About The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, the Foundation has raised more than \$80 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received six consecutive top 4-star ratings from Charity Navigator, awards grants through a competitive awards process strictly supervised by a Scientific Review Committee. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.