



## NEWS RELEASE

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### Will Ferrell Sunscreen to Launch Just in Time for Summer

*Brand new sunscreen line to provide sun protection, laughs and college scholarship money for cancer survivors*

SAN DIEGO (May 19, 2009) – Today non-profit Cancer for College launches a new line of sunscreens featuring actor Will Ferrell. A first for Ferrell, all proceeds from the sunscreen sales will go to benefit Cancer for College's Willpowered Scholarship Fund in granting college scholarships to cancer survivors and amputees.

Will Ferrell's Sexy Hot Tan, Sunstroke and Forbidden Fruit SPF 30 sunscreens launched today on Amazon, eBay and [www.cancerforcollege.com](http://www.cancerforcollege.com) starting at \$11.99. The products are Ferrell's first foray into fundraising products for a charity he has been involved in since his college days.

Cancer for College was formed in 1993 by two-time cancer survivor and double amputee, Craig Pollard. Pollard was a fraternity brother of Will Ferrell at the University of Southern California. Since its inception, Ferrell has been a devoted supporter of the charity and has served as the celebrity host of Cancer for College fundraising events since 2002.

"Some people are charitable with their money. Some are charitable with their time," said Craig Pollard. "Will Ferrell has been extremely generous with both."

The launch of this product significantly expands the organization's ability to help cancer survivors obtain a college education. The organization helps fund everything from text books to full scholarships for kids who have battled cancer and dreamed of going to college, despite the financial hardships of battling their conditions.

"We are obviously appealing to sun worshippers, streakers, art lovers and the ever growing market of body-building golfers," said Ferrell. "We hope that everyone will see the humor in this product and join us in support of a very worthy cause."

**About Cancer for College**

*Cancer for College was formed in 1993 by two-time cancer survivor and double-amputee Craig Pollard. Cancer for College was created to provide hope and inspiration by providing college scholarships to cancer survivors and amputees. Since its inception, Cancer for College has granted nearly \$500k in scholarships to more than 400 cancer survivors. For more information about Cancer for College visit [www.cancerforcollege.com](http://www.cancerforcollege.com).*

## **WILL FERREL SUNSCREEN**

*Benefiting the Cancer for College Willpowered Scholarship Fund*



### **Introducing a Sunscreen that Works Years After Applying**

Cancer for College is launching a line of sunscreen products featuring three different humorous images of our extremely gracious and good humored celebrity spokesman, Will Ferrell. All proceeds from product sales will benefit the Cancer for College Willpowered Scholarship Fund in granting college scholarships to cancer survivors and amputees. The launch of this product will significantly expand the organization's ability to help these worthy students receive the education they dreamed of as they battled cancer.

- The "Sexy Hot Tan" line plays up Will's propensity to appear in public less than clothed.
- The "Forbidden Fruit" line highlights Will's artistic side
- "Sun Stroke" caters to the ever-growing category of golfing bodybuilders

The sunscreen products are produced by Powerline Packaging and have a 30 SPF rating. They are available online for retail outlets and pricing starts at \$11.99.

### **Product Availability**

The full line of Will Ferrell sunscreen launches on May 18, 2009. The products are available through Amazon, eBay and the Cancer for College web site at [www.cancerforcollege.org](http://www.cancerforcollege.org). The team is also actively working with major retail outlets to get the sunscreen on store shelves in time for the summer season.

### **Cancer for College**

Cancer for College was formed in 1993 by two-time cancer survivor and double-amputee Craig Pollard. The non-profit organization provides hope and inspiration by granting college scholarships to cancer survivors and amputees. Since its inception, Cancer for College has granted nearly \$500k in scholarships to more than 400 cancer survivors.

### **Will Ferrell**

Will Ferrell met Craig Pollard when they were both students at the University of Southern California. Will has been a devoted supporter of the charity since its inception and has served as the celebrity host of Cancer for College fundraising events since 2002. This sunscreen launch represents the fulfillment of a lifelong dream for Will, "I've always dreamed of owning a lotion company. And I've always hated cancer."

***SLAP SOME ON IN 2009!***

## CANCER FOR COLLEGE FACT SHEET

### A Need Realized After a Personal Battle

Cancer for College was founded in 1993 by Craig Pollard. After two battles with cancer at 15 and 19, Craig realized that fighting the disease often has a devastating effect on long-term planning and family finances. Life savings and retirement plans can be drained by medications, operations and experimental procedures not covered by insurance. In addition, many young cancer survivors miss so many days of school and sports practice, they no longer qualify for traditional academic or athletic scholarships. As a result, many cancer survivors never get the opportunity to fulfill their dreams by getting a college education.



Knowing hope for the future is a requirement for a successful battle against the disease; Craig created Cancer for College as a senior project while at the business school at the University of Southern California.

### Organization History

In 1993, Craig staged his first event that included a golf tournament for a handful of friends and a BBQ in the Pollard's backyard. The event raised \$500 for a single scholarship. In 2006, Craig lost both of his legs after an aggressive bacterial infection attacked his body. Undeterred, Craig decided to turn the experience into a positive and began providing scholarships to amputees as well. Each year, the organizations received hundreds of requests and no one is turned away empty-handed. From help buying books to significant financial support, Cancer for College helps every qualified applicant. In 2008, Cancer for College staged three successful fund raising events and provided \$250,000 in scholarships to deserving applicants.



### Fundraising and Events

Cancer for College relies solely on donations and grants from foundations, corporations and private individuals. The lead fundraising event for Cancer for College is an annual golf tournament and auction hosted by actor Will Ferrell. This event gathers participants and scholarship recipients past and present for an enjoyable day of golf and fellowship.

Cancer for College also stages two food and wine fundraising events that revolve around local restaurants and wineries in Seattle and La Quinta, California.

This year, Cancer for College will hold a fundraising event in Seattle, Washington and the 16th Annual Golf Classic hosted by Will Ferrell September 18 at the Rancho Bernardo Inn in San Diego.



## **Expanding into Product Fundraising with the Will Ferrell Sunscreen**

In May of 2009, Cancer for College is launching a line of sunscreen products featuring three different humorous images of our extremely gracious and good humored celebrity spokesman Will Ferrell. All proceeds from product sales will go to granting scholarships. The launch of this product will significantly expand the organization's ability to help these worthy students receive the education they dream of as they battle cancer.

The sunscreen line features three options:

- The "Sexy Hot Tan" play up Will's propensity for appearing in public less than clothed.
- The "Forbidden Fruit" line highlights Will's artistic side
- "Sun Stroke" caters to the ever-growing category of golfing bodybuilders

## **Providing Hope**

"Knowing that I would ultimately return to college after my bone marrow transplant gave me the strength to keep fighting. It gave me a reason to live," says Pollard. "Cancer for College was created to provide hope and inspiration to those who have survived cancer. We pride ourselves on never turning down any valid request for help."

## **Support from Will Ferrell**

The wildly popular star of films such as Anchorman: The Legend of Ron Burgundy, Elf, Taladega Nights: The Legend of Ricky Bobby, Step Brothers and the upcoming Land of the Lost (June 2009) has a long affiliation with Cancer for College that goes all the way back to the beginning. Ferrell is a fraternity brother of founder Craig Pollard at USC and as his career has skyrocketed so too has his involvement in foundation activities. Ferrell and his wife Viveca Paulin are generous supporters of the foundation and also serve as hosts to the Cancer for College Golf Classic and Live Auction.

"Some people are charitable with their money. Some are charitable with their time," said Craig Pollard. "Will Ferrell has been extremely generous with both."

Ferrell has routinely referred to Cancer for College as "one of the purest charities he has ever seen."

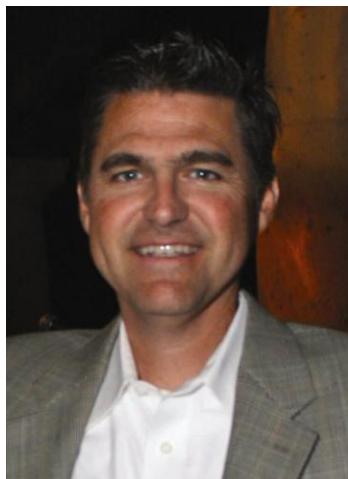
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**Craig Pollard**  
**Executive Director and Founder**

A long time ago, Craig vowed to make a difference. Diagnosed with Hodgkin's disease at 15, Craig learned firsthand how physically and financially devastating cancer can be. His treatment included nine months of chemotherapy, three months of radiation, surgery that resulted in the removal of his spleen, appendix and several lymph nodes. Never one to be deterred by a challenge, Craig continued to play on his high school baseball team and excelled in school. After graduating on time with his class, he earned a merit scholarship to the University of Southern California, and signed a letter-of-intent with the nationally-ranked Trojan baseball program.

Unfortunately, his cancer returned at age 19 effectively killing his dreams of baseball stardom and a "normal" college experience. Craig made a commitment at the time that if he lived, he would work to make a difference in the world. After a life-saving bone marrow transplant, Craig began volunteering with other cancer survivors. He served as a counselor at Camp Ronald McDonald for Good Times, a place for seriously ill children to experience elements of normal life despite serious illness. After spending some time with the children, Craig became keenly aware that the children were inspired by a two-time-cancer survivor who was also in college.

In speaking to the parents, he learned that college was virtually out of the question for most families dealing with this disease. Cancer takes an incredible toll on family finances. Procedures, treatments and medications are often not covered by insurance and can wipe out a family's savings in no time. Big picture plans like college usually take a back seat to getting well.

Craig saw an opportunity to make an impact. During his senior year at the USC Business School, he wrote a business plan for his senior project on a charity which would provide college scholarships to cancer survivors, with funds raised through a small golf tournament. He called it Cancer for College. The organization raised \$500 through its first event in 1993. Last year, Cancer for College staged three fundraising events and awarded more than \$250,000 in scholarships. In total, Cancer for College has awarded nearly \$500,000 to over 400 cancer survivors and, more recently, amputees, after Craig became a double amputee himself in March of 2006.

When he's not raising funds for Cancer for College, Craig is the owner and chief executive officer of Global Tour Golf, a wholesale golf distribution and fulfillment company. Global Tour Golf distributes more than four thousand unique golf accessories to golf courses, sporting goods stores, and internet sites.