



October 23, 2018

**Heather Jeffcoat**  
**Director of PR & Social Media**  
**Burton Advertising**  
**205-515-1972**  
**[hjeffcoat@burtonadvertising.com](mailto:hjeffcoat@burtonadvertising.com)**

### **Mike Slive Foundation Raises More Than \$240,000 With September Initiatives**

BIRMINGHAM, ALABAMA – The Mike Slive Foundation raised more than \$240,000 in the month of September for prostate cancer research and awareness. September is Prostate Cancer Awareness month.

On Thursday, September 27<sup>th</sup>, the Foundation hosted its annual I’m With Mike event. Paul Finebaum, sports author, television and radio personality, and longtime friend of Slive, hosted the evening. Numerous collegiate coaches, administrators and supporters filled the Alys Stephens Center for a wonderful night to remember Mike Slive and to raise a significant amount of money for prostate cancer research.

Also in September, the UAB Athletics Foundation board pledged \$25,000 as a challenge gift to the Mike Slive Foundation. Every dollar donated by fans in the month of September was matched up to \$25,000, resulting in almost \$50,000 being raised. The initiative culminated with the September 29<sup>th</sup> UAB football home game against Charlotte where a check was presented to the Mike Slive Foundation.

“We are extremely overwhelmed and thankful for the outpouring of support and the significant donations that we received in September,” said Anna Slive Harwood, President of the Mike Slive Foundation. “Our goal is to turn every September blue as we raise awareness about prostate cancer. This is our chance to play a leading role in eliminating prostate cancer and help save lives.”

The Mike Slive Foundation endeavors to become a global leader in the fight to eradicate prostate cancer through public awareness and research funding in memory of Mike Slive, a transformative leader whose vision and direction

revolutionized the business of collegiate sports. Presenting Sponsors of the Mike Slive Foundation include Medical Properties Trust, Regions Bank, UAB and Urology Centers of Alabama.

To interview a representative from the Mike Slive Foundation, contact Heather Jeffcoat at 205-515-1972 or by emailing [hjeffcoat@burtonadvertising.com](mailto:hjeffcoat@burtonadvertising.com).

**About the Mike Slive Foundation**

The Mike Slive Foundation for Prostate Cancer Research was founded in Birmingham, Alabama, by attorney Ed Meyerson and former SEC and Conference USA Commissioner Mike Slive. Composed of local business, medical and political leaders, the Foundation's mission is to save lives by funding cutting-edge research and by raising awareness of prostate cancer. The Mike Slive Foundation is a new weapon in the fight against prostate cancer. For more information, visit [www.mikeslivefoundation.org](http://www.mikeslivefoundation.org) or follow on Twitter @MikeSliveFdn, Facebook and Instagram @MikeSliveFoundation.