

Backgrounder on

Serve for Cures' Serve It Up Championship

Serve It Up Championship is a bi-annual event that consists of a tournament of twenty-four teams. Since our championships occur in both April and October, we will have two winners that will go head to head in a match broadcasted on local stations. The winner of the championship will have \$20,000 donated to the charity that they are playing for, and the runners up will receive \$10,000 donated to the charity of their choice.

Founded in July of 2012 in Manhattan Beach, Calif., Serve for Cures is dedicated to raising money for the betterment of the health of people in difficult situations. Jeremy Montgomery started this organization when his child, Emma, died at the age 8 due to brain cancer. He wanted to keep his daughter's memory and spirit alive by beach volleyball. No matter if you win or lose, you will receive money to give to the organization that has your heart. We collect money through donations and through sponsors for the players, what we get we give away to our players to help their organizations.

Serve for Cures is a nonprofit organization that enables volleyball teams to raise money for organizations close to their hearts. Our organization gives 100 percent of the profits to a team's charity. It is our belief that through donations to medical research, we will be able to find cures or other ways to tolerate the pain levels to maintain life a little longer.

This nonprofit organization provides its participants the chance to raise money for an organization of their choosing. By doing this we allow our participants to feel gratified by doing something to raise money instead of just donating their own. We give them the gratification of competition for their organization and letting them do something that they would like for someone affected by disease.

For anyone interested in participating in this championship, they need to be sure that they visit www.serveforcures.org/register in order to sign up for the event and also to register the sponsors that your team may have acquired. If you cannot participate but wish to make a donation for our organization to give out prize money to our winners, then please visit www.serveforcures.org/donate and there you will find multiple options on the donation style.

Jeremy Montgomery is the founder of this organization and as it goes further he brings about more state participation. Jenna Montgomery is the publicist for Serves for Cures as well as co-founder of the organization. There is a team of volunteer referees that can be called at any moment for championship and regular games.