

## News Release

Serve for Cure, Inc.  
Breezy Beach Plaza  
Manhattan Beach, CA 90503  
Contact: Teresa Rivera  
(123) 456-7890 Office / [ter@serveforcures.org](mailto:ter@serveforcures.org)

FOR IMMEDIATE RELEASE

**Manhattan Beach, California (April 27<sup>th</sup> 2013)**—Serve for Cures will be holding its first ever Championship, according to the founder Jeremy Montgomery, for the largest grand prize that has ever been awarded from this organization.

The grand prize of \$250,000 will be awarded to the beach volleyball pair that will become the champions. Although they cannot keep the money themselves, a charity of their choosing will receive their winnings.

“We are very hopeful that we will be able to provide awards of this caliber again next year,” Montgomery said. “With a combination of healthy competition, we are proud to give away the money for the team that works the most. Although no one will go home a loser here.”

To participate or to become a sponsor of a team, please visit [www.serveforcures.org](http://www.serveforcures.org) for more information. Currently there are only teams of two that will make up the beach volleyball tournaments but later when Serve for Cures branches out into indoor volleyball as well there will be teams of six.

“The fact that we are able to put this together in such a short amount of time has been great,” said Montgomery.

The winners of the championship will be donating the \$250,000 grand prize to the charity of their choice. The runners up will be receiving \$150,000 for their charity. Every team that has won games will receive money based on how many games they won to donate to their charities.

“We like to think that this organization is a win/win for everyone that wants to come out and support any charity that is close to their heart,” said Jenna Montgomery, co-founder of Serve for Cures.