



Lexus of London Golf Classic tops \$1 million raised

April 22, 2015



From left: Lexus of London VP Mark Eisan, LHSC Chief of Surgical Oncology Dr. Joseph Chin, Lexus of London General Manager Chris Pinelli and LHSC President & CEO John MacFarlane.

London, Ont. - Lexus of London Golf Classic likes to see low scores on the course, but when it comes to its fundraising goals, the 14-year old event is definitely above par. The charity golf tournament and gala recently announced that with last year's event proceeds it has now contributed \$1,133,658 in support of prostate cancer initiatives at London Health Sciences Centre.

“The goal of the Lexus of London Golf Classic is to heighten public awareness, and to support local research and patient care in the fight against prostate cancer,” says Lexus of London General Manager Chris Pinelli.

Prostate cancer is the most common cancer among Canadian men. One in seven Canadian men will develop prostate cancer during his lifetime and one in 28 will die of it.

The fundraiser, which was named the 2014 Best of London Golf Awards “Favorite Charity Golf Tournament” by LondonOntarioGolf.com, helps fund prostate cancer research, education (fellowships) and the purchase of advanced technology and equipment.

Lexus of London Golf Classic supports the work of a team of urologists led by urologic surgeon and LHSC Chief of Surgical Oncology Dr. Joseph Chin - who also led the first robotic prostatectomy in Canada at LHSC's University Hospital in April 2004.

“Community support and events such as the Lexus of London Golf Classic have contributed to a greater understanding of prostate cancer in our region through research and education for surgical trainees, for patients and for the public,” says Dr. Chin. “That support has also increased the availability of minimally invasive options for prostate cancer patients at LHSC, including robotic prostatectomy, brachytherapy and procedures such as “HIFU” (high intensity focused ultrasound).”

“Our continued partnership with Dr. Chin and LHSC allows us all to have a small part in making a meaningful difference in the lives of many members of our community,” Pinelli adds.

The 2015 edition of the tournament takes place on June 22 and is already sold out however the public can still participate in the tournament's on-line auction for an Oaks Golf & Country Club membership at www.lexusoflondongolfclassic.com/oaks-membership.