



**Blue Mountain Resort**  
1660 Blue Mountain Drive  
P.O. Box 216  
Palmerton, PA 18071  
(610) 826-7700

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## **FOR IMMEDIATE RELEASE**

**CONTACT: Melissa Yingling**  
**610-826-7700 Ext: 1234**  
**Cell: 484-523-3864**  
**MYingling@SkiBlueMt.com**

### **Blue Mountain Resort Donates over \$26,000 to Carve 4 Cancer** Charity Event Raises Funds for Cancer Research

**Palmerton, Pennsylvania (7 May 2018)** – Blue Mountain Resort partnered with local cancer research organization, Carve 4 Cancer, to raise money for blood cancer research and financial assistance for local cancer patients. As a result of the 5<sup>th</sup> annual charity festival, hosted at the Resort on February 3<sup>rd</sup>, the Resort will be presenting a check to the organization for over \$26,000 on Thursday, May 17<sup>th</sup> at 3pm.

As the host sponsor of the Carve 4 Cancer event in February, Blue Mountain Resort provided a venue for the already-established festival that brings skiers and snowboarders together to raise money for a good cause. In addition, a portion of their ticket sales and food sales were donated to the organization. There was live music by local bands, raffles, a rail jam, and a lot of fun. Carve 4 Cancer also partnered with the local St. Luke's Cancer Center, donating a portion of their proceeds to the hospital for research and assistance.

Brent P. Evans, of Wilkes Barre Pennsylvania, created the Carve 4 Cancer charity in 2012, following his first round of a two-year battle with the stage IV hepatosplenic t-cell non-Hodgkin's lymphoma. The disease came back for a second time in 2016 and the founder passed away due to complications in July 2017. Though this year's Carve 4 Cancer event was the first without Evans, his dedicated team of volunteers planned and did everything in their power to make this year's event more impressive and ambitious than ever.

Due to the success of the event, Blue Mountain Resort is excited to announce that they will be hosting the 6<sup>th</sup> annual Carve 4 Cancer event on March 9, 2019. More information regarding the event will be released in the coming months. Sponsorships are available and information can be found at <https://www.carve4cancer.com/>.

#### **About Carve 4 Cancer**

Carve 4 Cancer (<https://www.carve4cancer.com>) is a 501(c)(3) non-profit dedicated to the mission of shredding blood cancers through extreme sports events and fundraising. Carve was founded by east coast shredder and blood cancer warrior, Brent P. Evans. In 2010, Brent was diagnosed with stage IV hepatosplenic t-cell non-Hodgkin's lymphoma when he envisioned an epic snowboarding event to raise funds to shred cancer while being treated at Thomas Jefferson University Hospital. He passed away due to complications from the disease in June 2017 after battling the disease for a second time. The team is currently planning the 2018 event while expanding the organization. If you are interested in being a team member, ambassador, sponsor, or donor Carve for Cancer urges you to reach out to them at [info@carve4cancer.com](mailto:info@carve4cancer.com)

Any media interested in attending the check presentation on May 17<sup>th</sup> at 3pm should contact Melissa Yingling, Marketing Specialist, through email at [myingling@skibluemt.com](mailto:myingling@skibluemt.com) or by phone at 484-523-3864.

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