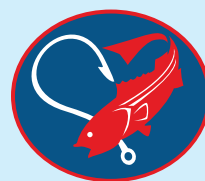


# FISH FOR A CURE MEDIA KIT 2024



**F4AC**  
FISH FOR A CURE

[www.fishforacure.org](http://www.fishforacure.org)

# ORGANIZATION BIO



Established in 2007, Fish For A Cure (F4AC) began as a gathering of friends seeking an opportunity to enjoy the beauty of the Chesapeake Bay, pursue their passion for fishing, and have fun. After a successful first year, the course of the tournament took an unexpected turn when one of the main participants' wives was diagnosed with cancer. A rigorous treatment schedule and the demands of daily family life nearly led to the end of the tournament. However, a few of the group members took the reins and turned the fishing tournament into a charitable event aimed at raising funds for cancer care.

Today, F4AC is a fishing tournament and fundraising challenge dedicated to supporting cancer care in our community. All funds raised through F4AC directly benefit the Cancer Survivorship Program at Luminis Health Anne Arundel Medical Center's (LHAAMC) Geaton and JoAnn DeCesaris Cancer Institute.



# MISSION & VISION OF FISH FOR A CURE



## *Why This Tradition Is So Important to LHAAMC*

F4AC aims to continuously support friends, loved ones, and neighbors through their fundraising efforts, benefiting the important patient and family-centered care programs and services at LHAAMC's Geaton and JoAnn DeCesaris Cancer Institute.

Through F4AC, the ripple effect of the Cancer Survivorship Program gives patients and families access to critically needed psychosocial services, including nurse navigation, nutrition counseling, psychosocial well-being, and oncology rehabilitation services. Without continued support from the community through this incredible event, these critical areas of care are more at risk.



# EVENT INFORMATION



The F4AC tournament, Paul C. Dettor Captain's Challenge, and Shore Party will be held on Saturday, Nov. 9, 2024, in Annapolis, MD, at the Safe Harbor Marina.



# TOP-LINE F4AC STATISTICS



## Money Raised in 2023

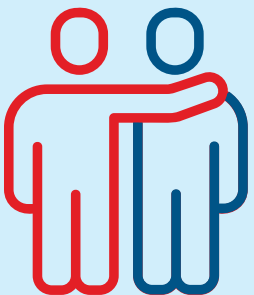


In 2023, the 17th Annual Fish For A Cure raised more than \$650,000 with over 3,000 donations ranging from \$5 to \$25,000 to support the Cancer Survivorship Program at Luminis Health Anne Arundel Medical Center (LHAAMC) Geaton and JoAnn DeCesaris Cancer Institute. Notably, the top-performing boat in the Paul C. Dettor Captain's Challenge, Reel Counsel, broke a fundraising record by raising \$164,095.20. These achievements contribute to Fish For A Cure's impressive total of over \$5.5 million raised in the last 17 years.



## Total # of Participants in 2023

In 2023, 59 boats including more than 350 participating captains and anglers competed in Fish For A Cure's Paul C. Dettor Captain's Challenge.



## F4AC's Impact

Fish For A Cure supports the LHAAMC Cancer Survivorship Program which impacts more than 2,000 friends, loved ones, and neighbors experiencing the unique challenges of a cancer diagnosis.

# BRAND ASSETS



For a comprehensive collection of digital assets, please see the next page. Here, you will find branding components like colors, typography, and a helpful list of branding do's and don'ts.

To access approved imagery, please click [here](#).



# BRAND ASSETS

## Logo Variations

### Verticle



Full Color



Inverse



Black & White

### Horizontal



Full Color



Inverse



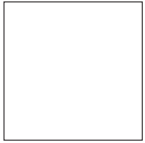
Black & White

To download the Fish For A Cure logo files, please click [here](#).

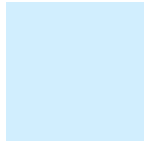


# BRAND ASSETS

## COLORS



#FFFFFF



#D1EEFE



#E31B23



#005488



#000000

## TYPOGRAPHY

### Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*)

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*)

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*)

### Baskerville

Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*)

Baskerville Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*)

Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*)

## DO'S & DONT'S

### DO

- Use dark blue for headers
- Use black for body copy
- Use splash cutout conservatively
- Use red for important headlines/banners
- Use wave graphic as divider/background
- Use baskerville sparingly
- Less is more

### DONT

- Use white copy on top of light blue background
- Use red copy on top of anything besides white
- Put splash cutout behind copy
- Let wave graphic cut through body copy
- Use light blue for copy on top of white
- Use red as background for anything besides thin headline banner

If you have any further questions, please reach out to a member of the Liquefied Creative team: [pr@liquefiedcreative.com](mailto:pr@liquefiedcreative.com)



# MEDIA ENGAGEMENT



## Top 3 Secured Media Coverage Instances

1. Capital Gazette,  
*Fishing For A Cure For Cancer*
2. Chesapeake Bay Magazine,  
*Fish For A Cure Reels In Big Support For Cancer Center*
3. Eye On Annapolis,  
*Bonus Podcast: Fish For A Cure 2023*

## What's Up? Magazine Award

Best of 2023 Nonprofit Fundraising Event



@FishForACure



@Fish4ACure



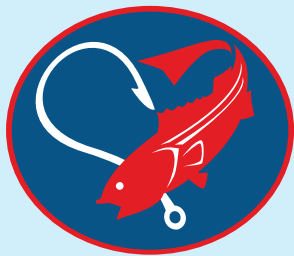
@FishForACure1



@FishForACure

# CONTACT

Members of the media interested in connecting with an expert source or covering Fish For A Cure, please contact [pr@liquifiedcreative.com](mailto:pr@liquifiedcreative.com)



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