



**For Immediate Release**

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**Implus Partners with The Jimmy V Celebrity Golf Classic**

*Durham-based Footwear & Accessories Brand Returns as Sponsor of 2011 Tournament*

(Research Triangle Park, NC) --- Implus, an innovative leader in footcare and outdoor accessories, is proud to announce it has renewed its partnership with The Jimmy V Celebrity Golf Classic as Co-Presenting Sponsor of the Friday Night Parings Party and Reverse Raffle.

“Implus is proud to continue its relationship with The V Foundation for Cancer Research and The Jimmy V Celebrity Golf Classic,” said Todd Vore, President of Implus. “The Golf Classic is one of the most prestigious events in the triangle and across the country, and we are proud to help support their efforts to find a cure for cancer.”

The company believes in the importance of being a true community partner and provides outreach to a number of worthy charities locally and across the country through their various brands.

“We sincerely appreciate the support of each of our sponsors and are extremely thankful for those that continue their support year after year,” said Anna Jackson, Marketing Director for The Jimmy V Celebrity Golf Classic. “We look forward to Implus’ participation and another great event this year.”

Each year, The Jimmy V Celebrity Golf Classic brings together dozens of celebrities, local and national sponsors, and over 300 volunteers to raise money for cancer research. This year’s sponsors and celebrities will gather in Raleigh at the Lonnie Poole Golf Course on the Centennial Campus of NC State University on August 26 – 28<sup>th</sup> to raise funds for The V Foundation of Cancer Research. To find out more about the Jimmy V Celebrity Golf Classic and how you can get involved, log onto [www.golfclassic.org](http://www.golfclassic.org) or call 919-319-0441.

**About The V Foundation for Cancer Research**

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$95 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received seven consecutive top 4-star ratings from Charity Navigator, awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit [www.jimmyv.org](http://www.jimmyv.org).

**About Implus**

Headquartered in North Carolina’s Research Triangle Park, Implus has evolved to become an innovative leader in footcare and outdoor accessories. Implus’ brand family includes Sof Sole<sup>®</sup>, Yaktrax<sup>®</sup>, apara<sup>®</sup>, Airplus<sup>®</sup>, Sneaker Balls<sup>®</sup>, Sof Comfort<sup>®</sup>, Little Hotties<sup>®</sup> and Highgear<sup>®</sup>. From insoles, socks, shoecare and apparel care to navigational tools and seasonal accessories, Implus proudly distributes in over 75,000 retail outlets across North America and in 65 countries worldwide. For more information, please call (800) 446-7587 or visit [www.implus.com](http://www.implus.com).

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