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NEWS RELEASE

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RITA Foundation Establishes Endowment Fund for Cancer Care

Jacksonville Beach, Florida, February 4, 2014 – The RITA (Research Is The Answer) Foundation has established the SenioRITAs at Sawgrass Cancer Endowment Fund through the Baptist Health Foundation. The RITA Foundation is using a new matching gift program in which Baptist Health will match 100 percent of SenioRITAs' \$40,000 gift, making it \$80,000 and doubling the impact of the gift. Any additional gifts made to the endowment in the future, from SenioRITAs or any other donor, will also be matched dollar for dollar.

The purpose of the SenioRITAs at Sawgrass Cancer Endowment Fund is to support women's cancer programs at Baptist Medical Center Beaches.

The mission of the Jacksonville-based, volunteer non-profit organization is to raise awareness and money to help fight all cancers, with emphasis on breast cancer. The donation comes from proceeds of the foundation's annual fund-raising tennis tournament, SenioRITAs.

"We are just tremendously grateful to Chuck Jantz, Mary Pappas and Mary Kirk and the entire RITA Foundation Board," says Joe Mitrick, hospital president. "They are long-time supporters of our hospital, and their funds are vital for us to serve our patients and community."

The RITA Foundation made its first gift to Baptist Health in 1997, and it has supported the Baptist Cancer Institute and Baptist Medical Center Nassau, in addition to Baptist Beaches. With this recent gift, its funding for Baptist Beaches totals \$367,500.

For more information or make a gift to the hospital, please contact Jason Simpson, Director of Development, at 627-2912 or Jason.Simpson2@bmcjax.com.

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About Baptist Health

Baptist Health is a faith-based, mission-driven system comprised of [Baptist Medical Center Downtown](#) and [Baptist Heart Hospital](#); [Baptist Medical Center Beaches](#); [Baptist Medical Center Nassau](#); [Baptist Medical Center South](#); and [Wolfson](#)