



STAYING SAGERSTRONG 2022



"TIME IS SIMPLY HOW YOU LIVE YOUR LIFE."

Craig Sager





Stacy J. Sager
PRESIDENT, SAGERSTRONG FOUNDATION AND
BLOOD CANCER RESEARCH ADVOCATE



Message from Stacy



Dear Friends –

What a whirlwind it has been this year!

We feel truly blessed to have others join us in continuing to build Craig's legacy and support our mission of raising funds for blood cancer research and programming this year!

First and foremost, thank you to Stephen Curry and the Curry Brand and family, for their ongoing support – the SagerStrong Curry 9 shoe was just a true testament to the special relationship Craig and Stephen shared – we are grateful to move the mission forward with the proceeds from the auction for sure!

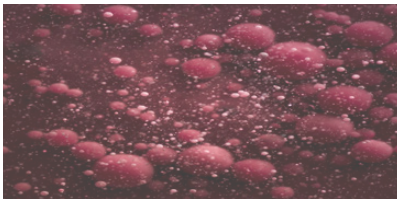
We were grateful to see so many of you at our signature events this past year: March Mania at Children's Healthcare of Atlanta, the Living Out Loud Golf Tournament in June at Hawks Ridge, and the Stadium Fun Run at Truist Park in September! What a joy to celebrate Craig's legacy in person with more than 500 of our closest friends, a great group of mascots, 22 Tent Town vendors, our Kids In Motion participants (in partnership with Walmart), and run in honor of pediatric patients dealing with blood cancer, including our Hometown Hero, Addison Bulloch (pictured on our cover!) The 5th Living Out Loud Golf Tournament at Hawks Ridge was a great way to reconnect with many of our wonderful sponsors and supporters as well.

We are most humbled by the partnership with Bentley Motors this year – to honor Craig and wrap a one-of-a-kind SagerStrong Bentley in a pattern inspired by the jacket Craig wore at the ESPYs in 2016 – which will be auctioned off to support the Foundation early 2023. The SagerStrong Bentley has traveled via transport over 6,000 miles to gather signatures from athletes and celebrities that loved Craig – it is a true testament to his spirit for sure. And the stories we have heard... it is just amazing!

As always, we are truly grateful for the opportunity to make a difference this year—and there is still so much more to do! With your continued support, together we will realize Craig's wish to beat #blood cancer!

Together in this fight,

Stacy J. Sager



Sager Strong Foundation
2022 Progress Report



Support through Blood Cancer Research

MD Anderson Cancer Center at the University of Texas

- The SagerStrong Foundation has funded two clinical studies, Acute Myeloid Leukemia (AML) and glioblastoma (GB) at MD Anderson Cancer Center in Houston, TX.
- MD Anderson Children's Cancer Center honored Craig Sager and the SagerStrong Foundation by naming their basketball court "Craig's Court."

The V Foundation for Cancer Research

- The SagerStrong Foundation partnered with the V Foundation to fund a grant for Dr. Ami Bhatt at Stanford University to explore how dietary changes might improve the intestinal environment in cancer patients.
- The Foundation also granted the V Foundation \$25,000 to support the K-9 oncology comparison project to support pediatric leukemia research to find faster and less costly drug therapies.

Leukemia and Lymphoma Society

- SagerStrong also partnered with LLS on a significant grant to raise funds for the "Beat AML" clinical trials and donated \$65,000 towards this research.



Annual Events

With the help of our generous sponsors and friends, we are able to host several events to push forward with the SagerStrong Foundation mission.



Living Out Loud SagerStrong Golf Tournament at Hawks Ridge Golf Course has raised close to \$300,000 since 2016 to fund blood cancer research. The event featured a day of cool contests, fun food and drink stations, silent auction, and post golf awards ceremony.



The SagerStrong Foundation Hometown Hero Award honors a pediatric leukemia patient annually for their perseverance, strength and, above all, courage. The award, created in Craig Sager's memory, honors the Hometown Hero. Congratulations to our 2022 SagerStrong Hometown Hero – Addison Bulloch, a middle school student in Jackson County.



SagerStrong Stadium Fun Run is held annually inside Truist Park. It's the first ever Fun Run INSIDE Truist Park, in partnership with the Atlanta Braves™, Truist Park and Northside Hospital to raise funds for blood cancer research. More than 500 runners and family members helped raise funds for blood cancer research.



March Mania at Children's Healthcare of Atlanta – The SagerStrong Foundation partners with the Zone to host patient events to celebrate March Madness, and bring joy to cancer patients & their families while they go through cancer treatments and other illnesses — with a bracket party and “sweet sixteen” celebration with friends at the annual SagerStrong Shootout at the Zone!



Kids In Motion Program – The SagerStrong Stadium Fun Run Kids In Motion Program was developed for children from disadvantaged areas to be able to train and participate in this fun, wellness event to support the Foundation, which raises funds for blood cancer research and programs. The inaugural year of the Kids in Motion program was supported in partnership with metro Atlanta Walmart Stores.



The One-of-a-kind SagerStrong Bentley. Inspired by the jacket Craig Sager wore at the 2016 ESPYS, and created in his memory, this rolling piece of sports memorabilia will be autographed by athletes and celebrities who knew and loved Craig, and auctioned off after the 2023 NBA All-Star game next year! Follow the tour and receive auction updates on the website.



Craig Sager, co-founder of the SagerStrong Foundation, 2-time Emmy Award Winner, and Hall of Fame sportscaster lost his long, courageous battle with Acute Myeloid Leukemia (AML), a rare, rapidly progressing cancer of the blood in 2016. Sager, whose colorful presence on the NBA on TNT sidelines inspired so many to work towards a world without cancer. In front of millions of television viewers, ESPN presented Craig with the Jimmy V Perseverance Award at the ESPYs – and in that moment, Craig shared this message, creating the basis for his Foundation's legacy:

“I will never give up, and I will never give in. I will continue to keep fighting, sucking the marrow out of life, as life sucks the marrow out of me. I will live my life full of love and full of fun. It's the only way I know how.” – Craig Sager

#StayingSagerStrong - How Can YOU Help?

Become a Donor



On the serious side, SagerStrong partners with MD Anderson, the V Foundation, LLS and Red Cross Blood Drives supporting cutting edge Blood Cancer Research.

Sponsor and Attend Events



We're all about sports and fun ways to stay "SagerStrong" while supporting blood cancer research. Sign up for our newsletter for upcoming events to sponsor or enjoy some family fun!

Share Your Story

Is someone you know staying #SagerStrong? We want to hear YOUR STORY!

We know sharing a story can be inspirational, as well as life changing... and we want to hear from you – your challenges and triumphs, and advice you would share with others going through a blood cancer diagnosis... your tips, and tricks to keep things moving forward positively. Tell us how you stay #SagerStrong!

[Visit the website for more information.](#)

Steph Curry 9 Auction

Long-time NBA friend Stephen Curry paid homage to Craig by creating and wearing a special edition Curry 9 Sager Strong footwear in Game 4 of the Warriors vs. Grizzlies series / NBA Playoffs.

Per our friends at Under Armour, Stephen Curry was looking to honor Craig's longtime impact on the NBA, his best-in-class sideline interviews and his signature bold and colorful style. Stephen and the Curry Brand team of designers drew from a March 2016 home game interaction, and specifically the patterned orange tie and suit that Craig was wearing at Oracle Arena. The shoes were sold for \$52,000 at auction through NBA Auctions.



Stay #SagerStrong all year long in 2023!

- February – SagerStrong Bentley at NBA All-Star Game in Salt Lake City
- Auction of SagerStrong Bentley after NBA All Star Game
- March – March Mania at Children's Healthcare of Atlanta
- June – SagerStrong Award NBA on TNT
- August – Stadium Fun Run at Truist Park
- Sept. – Blood Cancer Awareness Month
- SagerStrong Red Cross Blood Drive
- October – SagerStrong Golf Event
- November – Giving Tuesday



Thank You to Our Sponsors!



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