



FOR IMMEDIATE RELEASE

Media Contact:
Crystal Emerick
Crystal.emerick@csm.com
704.361.5230

CSM PRODUCTION'S GOLFING 4 GOOD TEES UP AGAINST CANCER

CHARLOTTE, N.C. (Sept. 27, 2017) – The late Carolina Panthers player and coach, Sam Mills who passed away from intestinal cancer at the age of 45, coined “keep pounding” which has become a mantra for much of Charlotte and for those fighting a similar battle, cancer.

“Keep pounding” is the motivation behind the 2017 Golfing 4 Good golf tournament planned and promoted by [CSM Production](#), one of the nation's premier event and corporate meeting production companies.

“When Golfing 4 Good was founded in 2011, we had no idea where it would go or the impact it would have,” said Jay Howard, president of CSM Production. “In seven years, we have provided \$200,000 in financial support to several worthy causes and members of our family. It’s hard to fully comprehend the impact this event has had on the lives of people we truly care about.”

On Tuesday, Oct. 10 at the Cabarrus Country Club in Concord, North Carolina, the annual fundraiser will be funded by CSM Production so 100 percent of proceeds directly benefit the chosen recipients.

2017 Beneficiaries

- At the age of 34 and expecting his first child, Marshall Keister received devastating news ... stage III colorectal cancer.

With a sizable tumor in his colon, at least a nine-month intensive treatment plan including chemo, radiation and surgery began in July. While undergoing treatment, Keister and his wife welcome their daughter, Quinn, into the world on Sept. 5.

- John Sloop, the brother of CSM employee Chuck Sloop who passed away unexpectedly in July, was passionate about [DKMS](#), an international nonprofit dedicated to the fight against blood cancer and blood disorders.

The organization recruits bone marrow donors to provide a second chance at life. Sloop did just that when he was matched with a cancer patient in desperate need of a marrow transplant. In memory of John, a donor registry drive will be held at Golfing 4 Good.

For more information on Golfing 4 Good, visit <http://www.gojhe.com/2017-golfing-4-good>. To make a donation, sponsor a hole or participate in the upcoming tournament, please contact Erin Nosker at erin.nosker@csm.com or 704.455.8888.

About CSM Production

Founded in 1987, CSM Production is an award-winning event production company specializing in live shows, experiential activation, special events and corporate meetings. For more information, visit www.gocsmproduction.com.

-CSM-