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CSM PRODUCTION'S GOLFING 4 GOOD RAISES \$60,651 FOR A FAMILY BATTLING CANCER AND NONPROFIT DKMS

CHARLOTTE, N.C. (Oct. 11, 2017) – With a rally cry of “keep pounding,” [CSM Production](#)’s Golfing 4 Good tournament raised \$60,651 for a Mooresville family battling cancer and [DKMS](#), an international nonprofit dedicated to the fight against blood cancer and blood disorders.

At the seventh annual event held Tuesday, Oct. 10 at the Cabarrus Country Club in Concord, North Carolina, 22 participating teams raised much-needed funds for Marshall Keister and DKMS.

At the age of 34 and expecting his first child, Keister was diagnosed with stage III colorectal cancer. With a sizable tumor in his colon, he is currently undergoing a nine-month intensive treatment plan including chemo, radiation and surgery later this year. While undergoing treatment, Keister and his wife welcomed their daughter, Quinn, into the world on Sept. 5.

“People look at me like I’m crazy when I say that getting cancer is like winning the lottery, but I truly believe it,” said Keister. “When you win the lottery, people from all areas of your life come out of the woodwork. When you’re diagnosed with cancer, it’s like winning the lottery. But rather than people wanting to be around you for their own personal gain, they surround you with encouragement, love and in the case of CSM and all those participating in the golf tournament, financial support. My family and I are grateful for this event and will never be able to put into words how it will impact our life. The only thing we can say is thank you all.”

John Sloop, brother of CSM employee Chuck Sloop, passed away unexpectedly in July. As a volunteer and bone marrow donor, a donor registry drive also was held in his memory collecting 26 bone marrow swabs.

“My family and I are excited to remember John with such a fitting tribute,” said Chuck Sloop. “Our family is excited to rally together for his favorite charity knowing a donor drive is a perfect celebration of his heart and soul.”

As one of the nation's premier event and corporate meeting production companies, CSM Production rallied more than 80 employee volunteers to organize and execute the day of service. The annual fundraiser is funded by CSM Production so 100 percent of the proceeds directly benefit the Keister family and DKMS.

“It is truly humbling and an honor to do good things for good people,” said Jay Howard, president of CSM Production. “This event is one of the team’s biggest highlights of the year and allows us to stop for a moment to reflect on what’s important in life.”

In seven years, more than \$260,000 has been raised benefiting several worthy causes and members of the CSM family.

In addition, [CSM Production](#) is celebrating its 30th anniversary on Nov. 2 with a “30 to 30” Instagram campaign that features milestones, memories and its culture each day until Nov. 2. To follow along, visit www.instagram.com/CSMProduction.

About CSM Production

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

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