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LIFE ROLLS ON FOUNDATION CELEBRATES 10-YEAR ANNIVERSARY OF CHARITY GOLF TOURNAMENT

CULVER CITY, Calif. – July 14, 2008 - Life Rolls On Foundation will host its 10th Anniversary Charity Golf Tournament presented by Disaboom on Monday, July 21 at Malibu Country Club. Since its inception, this annual event has raised nearly a half-million dollars to improve the quality of life for young people affected by spinal cord injury.

“The success of this tournament is a testament to the generosity of the action sports industry, corporate sponsors and community advocates who helped cultivate this fundraiser into one of the most exciting golfing events of the year,” said Josh Billauer, Chairman of the Board for Life Rolls On Foundation.

Set among the picturesque hills of Malibu, participants will enjoy entertaining skills challenges to win phenomenal prizes, courtesy of jetBlue, Airborne Media, LA Kings and Dynaflex International among others. Awards from Nike, Oakley, Arbor and others will be given to top finishing teams, while individuals will also be recognized for accolades ranging from the routine to the extreme. Golf shirts, luxury goodie bags and commemorative photos will be provided to all participants.

Disaboom returns as the event’s title sponsor, while Chipotle Mexican Grill, Heineken, Barefoot Wine & Bubbly, Tommy Bahama Rum and El Don Tequila are among the organization’s newest supporters as the Official Lunch, Beer, Wine, Rum and Tequila Sponsors, respectively.

The tournament takes place during Go211 Live featuring the Honda US Open of Surfing at which LRO is the official event charity. Life Rolls On will be featured in the They Will Surf Again Expression Session presented by Disaboom on Saturday, July 26 preceding the Women’s Finals.

For more information about the 10th Anniversary Charity Golf Tournament presented by Disaboom, visit www.liferollson.org/golf.

About Life Rolls On Foundation

Founded in 1999, Life Rolls On Foundation (LRO) is a non-profit organization dedicated to improving the quality of life for young people affected by spinal cord injury. Utilizing action sports as a platform to push the bounds of possibility after SCI, Life Rolls On produces quality of life programming, raises awareness about spinal cord injury and funds research to find a cure. With a network of more than 70,000 supporters worldwide, LRO is one of the fastest growing, contemporary charitable organizations in the country and has been featured in national print, television and radio. In 2007, the organization received its first EMMY® nomination for Best National Public Service Announcement. For more information, visit www.liferollson.org.

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