



## **JGL Appointed as Partner with Seve Ballesteros Foundation**

JGL is very proud to have been nominated as a Partner to The Seve Ballesteros Foundation. Following correspondence between our Chairman John Lever and Seve as well as discussions with Cancer Research U.K it has been agreed to form this important Partnership.

Each year in the UK around 8,000 people are diagnosed with brain and central nervous system tumours. Estimates suggest that worldwide there are more than 375,000 cases of malignant and benign brain tumours diagnosed each year.

Although the outlook varies greatly between different types of brain tumour, the current overall survival rates for malignant brain tumours are poor. Around 1 in 10 adults diagnosed with a malignant brain tumour live for more than 10 years after their tumour is diagnosed. Research is vital if we are to change these statistics.

Seve's own experience of brain cancer made him and his family determined to ensure that this challenge is met.

John Lever first met Seve in 1979 when, as a young Spaniard, he set the golfing world alight with a fantastic first win at Royal Lytham & St Anne's Golf Club and put European Golf on a pinnacle to match the all powerful American Golf World. A friendship was forged in the ensuing Championships and he kindly wrote the forward to our Championship brochure in 2001. The friendship remained and he was delighted to hear that we were raising a flag for his Foundation here in Lytham St Anne's - the setting for the only Golfer ever to win two Championships back to back on this World Famous Links.

Seve's charity Foundation has made a very successful start achieving a high profile and remarkable contributions at the 2010 Open Golf Championship at St Andrews. Together with Cancer Research UK the momentum has built rapidly and there are many fundraising activities taking place around UK. Seve's charisma and popularity raised awareness of brain cancer throughout the World and as a company our commitment is to ensure that this wonderful Foundation which has joined forces with Cancer U.K. is at the forefront of publicity for this debilitating and life threatening illness. Through our role as the R&A's official accommodation agent for the July 2012 Open Championship at Royal Lytham and St Annes we intend to mount a number of significant fundraising initiatives. In the months to come we will announce some ways in which we can raise funds for the Foundation.

Like many people throughout the world we are proud of Seve. Not only did he win The Open Championship twice in our town, Lytham St Annes, he also won a special place in our hearts. Seve hoped to raise £1 million for Cancer Research UK in the first year of the Foundation and to help fund world class research to help beat cancers of the brain. As official Partners, JGL invites all friends and clients to join us in creating a legacy to Seve by realising his goal.