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**JOHN WAYNE CANCER FOUNDATION BECOMES FOUNDING SPONSOR
FOR REEL RECOVERY**

*Reel Recovery Receives \$25,000 Grant to Support
Fly Fishing Retreats for Men with Cancer*

Needham, MA — March 30, 2010 — Reel Recovery has received a \$25,000 grant from the John Wayne Cancer Foundation (JWCF) in support of its unique program of Fly Fishing Retreats for men with cancer. This is the sixth straight year of funding granted by the JWCF to Reel Recovery, but this 2010 award reflects a significant increase over previous years, a testament to the strong partnership forged by the two organizations.

“The work of Reel Recovery is perfectly in line with our mission to bring courage, strength and grit to the fight against cancer,” said Ethan Wayne, Director of the JWCF. “It is fitting that the JWCF fund this program because John Wayne was an avid outdoorsman who embraced life always, even through his fight with cancer, and men fighting cancer is an area that the JWCF has identified as underserved.”

The John Wayne Cancer Foundation taps into the spirit of John Wayne to guide men through the adversity of cancer with dignity, masculinity, courage, generosity, and love of life. The Foundation is currently developing new programs for the advocacy and support of men fighting cancer and this partnership with Reel Recovery reflects this effort.

Reel Recovery was founded in 2003 by a group of avid fly-fishers, inspired by their fishing buddy’s ongoing battle with brain cancer. Witnessing first-hand the beneficial impact fly-fishing had on their friend’s mental, physical and emotional well-being, the group created Reel Recovery to provide the same opportunity for other men battling the

disease. Combining expert fly-fishing instruction with directed “Courageous Conversations”, the organization creates a unique experience for men with all forms of cancer.

“Reel Recovery retreats address the emotional needs of men living with cancer by allowing them to share their stories in a safe environment, learn a new skill and make lasting friendships,” said Stan Golub, Executive Director. “Like the JWCF, we want to improve the quality of life of our participants and this generous grant ensures that we will.”

About Reel Recovery

Reel Recovery is a national non-profit organization that conducts fly-fishing retreats for men recovering from all forms of cancer. Reel Recovery’s mission is to help men in the cancer recovery process by introducing them to the healing powers of the sport of fly-fishing, while providing a safe, supportive environment to explore their personal experiences with cancer, with others who share their stories. Though only a few days in duration, a Reel Recovery retreat can be a life-changing event for men battling cancer. The program blends outdoor activity with directed conversations to create a unique environment conducive to relaxed, open interactions. Retreats are offered at no cost to the participants and are led by professional psychosocial facilitators and expert fly-fishing instructors. A maximum of fourteen men are invited to participate, to ensure the quality of the instruction and to create a powerful small-group dynamic. For more information, visit www.reelrecovery.org.

About the John Wayne Cancer Foundation

John Wayne beat lung cancer in 1964. He died 15 years later after a struggle with cancer of the stomach. During this difficult period, he became passionate about helping others fight this terrible disease. To honor his memory, his family created the John Wayne Cancer Foundation (JWCF) to bring courage, strength and grit to the fight against cancer. Since its founding in 1985, the JWCF has supported awareness programs, education programs and support groups, and is aligned with like-minded groups and non-profits that advance the fight against cancer. JWCF has also been committed to groundbreaking cancer research and education at the John Wayne Cancer Institute (JWCI). The JWCF will continue the fight its namesake started. For more information, visit www.jwcf.org.