



## Our Story

**“Don’t Give Up . . . Don’t Ever Give Up!”®**

Serving as the heartbeat of The V Foundation for Cancer Research, formed by ESPN and Jim in 1993, his words throughout the ESPY speech have never been more meaningful. After being diagnosed with cancer at the young age of 46, Jim dreamed of finding cures for cancer. Passionate and committed, he wanted to see his fight through to victory. As a former coach, he began to recruit his team of family and friends to lead the Foundation in his quest to eradicate the disease.

As a cancer patient, Jim recognized the need to invest in young physician/scientists to help establish their careers—after all, someone had invested in him early in his career! Addressing the need to help early-career cancer investigators develop into promising future research talents was the first goal of the Foundation. The V Scholar concept was developed in 1994 to address that need. Today, this highly respected award is eagerly sought by young physician/scientists at the nation’s leading cancer centers.

As with any patient, Jim discovered first-hand how slowly science progresses from the lab to the patient’s bedside. He wanted faster solutions, more progress and better answers. Eight years after his death, The V Foundation announced its Translational Research Grants, designed to accelerate laboratory findings with the goal of benefiting patients more quickly.

Jim’s dream of finding a cure for cancer is one shared by millions. Although we have not yet achieved this goal, every day we get a little bit closer and will continue to honor his inspiring words, “Don’t Give Up . . . Don’t Ever Give Up!” ®



Big Shoe is a tradition at the All Star Games  
Creators- Tyler Dolph & Mercy Shermansky

## 2020 Corporate Print Menu

**\*Deadline for all ads is  
Monday, March 2nd**

All artwork must be camera ready and sent to Kistler Printing [pcart@kistlerprinting.com](mailto:pcart@kistlerprinting.com)

### Team Player Support \$750

Full page program in game program

PA announcements

10 complimentary tickets

**Inside Cover \$400 Back Cover \$500**

**Inside Back Cover \$400**

PA announcements

5 complimentary tickets

### Prime Time Support: \$200

A Full Page Ad...Camera Ready (7-1/2" x 10")

PA announcements

2 complimentary tickets

### Slam Dunk Support: \$150

1/2 Page Ad...Camera Ready (7-1/2" x 4-3/4")

1 complimentary ticket

### Full Court Support: \$75

1/4 Page Ad...Camera Ready (3-1/2" x 4-3/4")

### Buzzer Beater Support: \$50

Business Card as a Supporter! (must supply a business card/mechanical)

**Return To:**

**P.O. Box 274, East Stroudsburg, PA 18301**

**For Info: 570 460 5156**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Check #: \_\_\_\_\_

## 18<sup>th</sup> Annual Perryman Keglovits Tribute Basketball Games



**MONDAY, MARCH 23<sup>rd</sup>, 2020**

**KOEHLER FIELDHOUSE  
EAST STROUDSBURG UNIVERSITY**

**Senior Girls Game - 6:00 p.m.**

**Senior Boys Game - 7:30 p.m.**

**P.O. Box 274 • East Stroudsburg, PA 18301  
(570) 269-7580**

**[www.perrymankeglovits.org](http://www.perrymankeglovits.org)**

**Follow us on Facebook, Twitter, & Instagram**

Note: This activity is not officially approved by the EAST STROUDSBURG, STROUDSBURG, NOTRE DAME, PLEASANT VALLEY, and POCONO MOUNTAIN SCHOOL DISTRICTS and is not endorsed or supported by these districts. Permission to distribute this advertiser is provided as service to students and community.

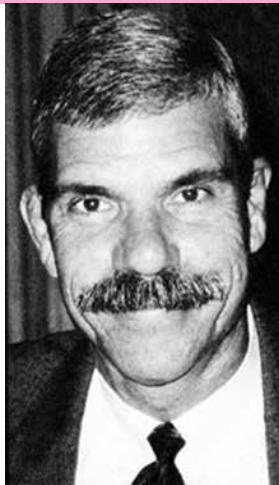
**CANCER CAN'T STOP A LEGACY!**



[perrymankeglovits.org/basketball/howtodonate](http://perrymankeglovits.org/basketball/howtodonate)

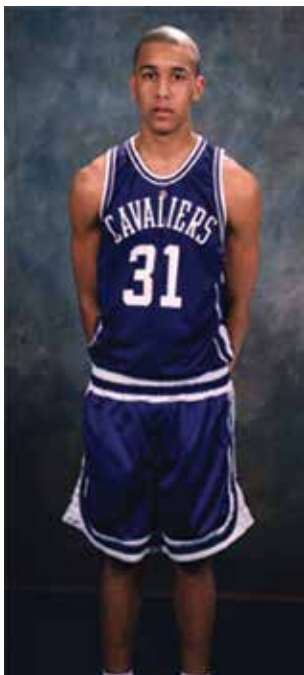
## Remembering Al and Art

**Al Keglovits** – Al Keglovits was a father, a husband, a teacher, a coach, a bartender, a comedian, a New York Yankees fan, a golfer - and a friend to all who knew him. Fighting cancer, seeing how he fought it was an inspiration to all of us. Al Keglovits, was one of those guys who had a dynamic personality. Children, colleagues and all opponents were drawn towards his magnetic charm...Al drew you closer to him. He knew he had a fight on his hands when he was diagnosed with cancer. He fought it right up to the end. He never, never quit. Unfortunately he couldn't rally one more time. What is important is what the Man, Al Keglovits, did with his life. The example set was one of courage. He loved his Family, he loved his Friends and he loved basketball. Coaching and teaching were instinctive for Keglovits. He will be remembered by all his players, friends, those he toasted life to. Coach Keglovits, will always be remembered for his tremendous ever so dry sense of humor. He was one of those guys you always wanted to be around. Al made you feel comfortable but watch out for the next zinger, it was probably going to be aimed at you. Among all of his positive traits, Al Keglovits will be most remembered by his family and friends for his sense of humor and his love for the game of basketball.



**Arthur Perryman** – Loved and cared for all his peers, Arthur never used profanity; He was gentle, kind and loving. I

never once heard anyone say anything negative about him. He was unselfish and thought of others before himself. His family was very important to him. He was a caring, thoughtful brother and son... Arthur was never alone always with his friends or his sisters. Athletic: Earned four varsity basketball letters, started all 105 varsity basketball games during his 4 year career at East Stroudsburg South. Most Valuable Athlete 1992, 1993 and 1994. Leading scorer in ESHS basketball history with 1,735. First team...All-Monroe County 92, 93, and 94. All-Centennial League 1993 and 1994 All-Allentown Morning Call Newspaper 94. Averaged 28.3 points per game in the 1994 P.I.A.A. State Basketball Tournament. Believe it or not Arthur didn't care how many points he scored...He only cared if the team won. GREAT TEAM PLAYER! Arthur died in 1995 of cancer at age of 19.



## Perryman Keglovits 2020 18th Anniversary Tribute Basketball Games

In 2003, an All-Star Basketball Game was born in memory of both Al Kelgovits and Arthur Perryman. It's hard to believe that it is already the games eighteenth year!

With the help of so many people over the past seventeenth years this local senior boys and girls senior showcase has grown into a memorable community affair. This night is not just a basketball game for our senior all-stars but also a night to remember for all those in the community who have lost their battle with cancer and to encourage those who continue their fight.

The vision of this all-star game was not only to give our senior all-stars one last chance to play in front of their families and friends, but also to honor two Monroe County Basketball Legends who lost their lives to cancer. **The majority of the proceeds from the event support the "Dales & Frances Hughes Cancer Center of Lehigh Valley Health Network-Pocono," and the Jimmy V Foundation.** The community can truly be proud of the support they provide to these worthy causes.

One of the event's guest speakers once said, "I urge all who are battling cancer, be it a personal battle or one for someone you love to take time to educate yourselves on the warning signs of cancer. Don't ignore the opportunity for a long and healthy life".

A special thanks to all who have made this game night possible. We could not have done it without the support of community, friends, school districts, and sponsors.

Remember,  
**"Cancer Can't Stop a Legacy!"**

*Our mission is to showcase the talent of local basketball players by providing the vehicle of an all-star basketball game partnering with area businesses, institutions, and agencies. The Perryman & Keglovits Tribute Basketball Games celebrates the lives of local basketball stars Arthur Perryman, Stacey Perryman and Al Keglovits, and all who have fought the battle of cancer.*



The mission of The Dale & Frances Hughes Cancer Center- Lehigh Valley Health Network-Pocono is to provide the most technologically advanced cancer therapy and treatment to offer every patient the optimal chance for cure.



**The Perryman Keglovits Foundation is proud to support the Dale & Frances Hughes Cancer Center of Lehigh Valley Health Network.**

The Dale & Frances Hughes Cancer Center, located at 206 East Brown Street in East Stroudsburg, PA, is a non-profit institution devoted to cancer treatment and prevention.

The Dales & Frances Hughes Cancer Center and their affiliation with memorial Sloan Kettering provides access to the latest proven treatment protocols, including IGRT, as well as, specialized educational programs and conferences to the oncology specialists at the Lehigh Valley Health Network-Pocono.

**Please be sure to join us Monday, March 23<sup>rd</sup> to see who is the recipient of the 2020 Al Keglovits "Spirit of Basketball Award."**

### Al Keglovits "Spirit of Basketball Award"

*Fighting Cancer, seeing how it was an inspiration to:  
"All of Us!"*

What is important is what the man Al Keglovits did with his life. His example was one of **courage**, he loved his **family**, he loved his **friends**, and he loved the **game of basketball**.

### HONORED "SPIRIT OF BASKETBALL" PAST RECIPIENTS

- 2019- Ken Piontkowski
- 2018- Rose Haller
- 2017- Rich Osswald
- 2016- John Marvin
- 2015- Robert Madsen
- 2014- Mike Stern
- 2013- Msgr. John A. Bergamo
- 2012- Bob Capasso
- 2012- Dr. Bob Milkvy
- 2011- Joe Catanzaro
- 2010- Bob and Pat Kennedy
- 2009- Ed Hagy
- 2008- Tom Kresge
- 2007- Bill Pensyl
- 2006- Jim Werkheiser
- 2005- Ed Branyan
- 2004- Bill and Bonnie White
- 2003- Pete Nevins

**CANCER CAN'T STOP A LEGACY!**