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21st Annual Vera Bradley Foundation Classic Raises Record Amount for Breast Cancer Research

FORT WAYNE, Ind., June 2, 2014 (GLOBE NEWSWIRE) -- Today, the Vera Bradley Foundation for Breast Cancer announced the 2014 Classic Golf & Tennis Tournament total of \$1,083,629. This is the largest amount raised in the history of the event. The four-day event, held in Fort Wayne, Indiana, is the largest women's amateur golf and tennis charity event in the nation. More than 600 participants and 300 volunteers came together to have fun and raise funds for the cause; women from 16 states participated.

From a total of \$64,000 raised in 1994 to more than \$1 million raised in 2014 for breast cancer research, the annual Vera Bradley Foundation Classic continues to grow in support for the cause of eliminating breast cancer.

The funds support breast cancer research at the Indiana University Melvin and Bren Simon Cancer Center in Indianapolis, a nationally ranked cancer center. To-date, the Vera Bradley Foundation for Breast Cancer has contributed \$21 million.

About the Vera Bradley Classic: The original grassroots fundraiser, with 144 participants, was the result of Vera Bradley co-founders Barbara Bradley Baekgaard and Patricia Miller mourning the loss of a dear friend, Mary Sloan to breast cancer and deciding to take action.

"We knew for the sake of our daughters and granddaughters we needed to do something impactful to find a cure and spread hope," said Barbara Bradley Baekgaard. "We planted the seed, and the Fort Wayne community embraced the cause and made the event the success it is today."

[About the Vera Bradley Foundation for Breast Cancer:](#)

The Foundation is celebrating its 16th year of funding the Vera Bradley Foundation for Breast Cancer Research Laboratories at the [Indiana University Melvin and Bren Simon Cancer Center](#) in Indianapolis. Since 1998, the Foundation has played an integral role in changing the face of breast cancer research by supporting 22 labs and 36 researchers and clinicians who are leading major advancements in drug therapies and setting a world-wide standard. The Foundation receives funding through national events, a \$1 million annual gift from [Vera Bradley](#) (Nasdaq:VRA), and through donations on [verabradley.org](#).

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