



This cancer will not stand, man.

TDHC AT A GLANCE

WHAT: The Dude Hates Cancer® (TDHC) is an annual campaign to commemorate and bring hope to those touched by blood cancer. Since it began in 2006, TDHC has spread to 3 cities and raised over **\$600,000** for LLS.

WHEN: **June 2017** (Kickoff Event) through several lead-up events all summer, building to **Saturday, Sept 23, 2017** (Bowling Tournament)

WHERE: Join us at fundraising events throughout the summer or at our grand finale bowling tournament at **South Bowl Lanes** at 19 East Oregon Avenue, Philadelphia.

WHO: Our 2017 Philly campaign will host over **300 participants, plus family and friends.**

HOW: Up to 32 teams (6 to 10 bowlers each) compete against each other to be the Highest Scoring Team and Highest Fundraising Team. No bowling experience necessary. Each team raises money in the community and wins donated prizes for their efforts.



New For 2017: The “Little Dudes”

A “Kids Only” section of the tournament for kids to bowl with volunteer supervision! Kids also have the option of raising funds throughout the campaign, and be eligible to win prizes.

QUICK FACTS ABOUT TDHC

- 2017 marks the 12th annual campaign in Philadelphia
- A majority of our participants fall between the ages of 21 to 40 years old.
- The campaign draws its name from the lead character in the Coen Brothers bowling-centric movie, “The Big Lebowski.” The Dude was played by Oscar-winning actor, Jeff Bridges, who regularly donates items for auction to TDHC.
- Prizes are donated to TDHC from over 100 local and regional restaurants, shops, and business annually.
- TDHC’s dedicated organizing committees in each city are made up entirely of volunteers.

THROUGH THE YEARS

- **2006** (Philadelphia)
Inaugural event. 8 teams, 60 bowlers. \$1,400 raised.
- **2007** (Philadelphia)
Sponsors enlisted. Number of teams double. \$3,700 raised.
- **2008** (Philadelphia)
Halloween weekend. Jeff Bridges donates. \$5,100 raised.
- **2009** (Philadelphia)
First organizing committee formed. \$27,000 raised. Earns official LLS campaign status.
- **2010** (Philadelphia)
Restaurant Pass raffle is born. 250 participants enlisted. \$61,000 raised.
- **2011** (Philadelphia)
350 participants bowled through Hurricane Irene! \$83,000 raised.
- **2012**
\$84,000+ raised in Philly.
Buffalo is born, raises \$30,000+!
- **2013**
\$60,000+ raised in Philly.
\$51,000+ raised in Buffalo.
- **2014**
\$50,000+ raised in Philly.
\$44,000+ raised in Buffalo.
Los Angeles is born, raises \$11,000+!
- **2015**
\$60,000+ raised in Philly.
\$3,200+ raised in Buffalo at a brewing event.
\$8,700+ raised in Los Angeles.
Cleveland is born, raises \$5,000+!
- **2016**
\$60,000+ raised in Philly over six events!
\$3,000+ raised in Buffalo at a brewing event.



TDHC 2010 Honorary Hero and Acute Lymphoblastic Leukemia Survivor Jordyn McKannan (Right) with her mother.