

# LEXUS EXTENDS CHARITABLE EFFORTS TO THE V FOUNDATION FOR CANCER RESEARCH

June 27, 2024

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**PLANO, Texas (June 27, 2024)** – Today, Lexus joins the V Foundation for Cancer Research and its mission to achieve Victory Over Cancer<sup>®</sup>, becoming the Exclusive Automotive Sponsor of the ESPYS Celebrity Golf Classic and Poker Tournament, as well as The V Foundation Wine Celebration.

“Lexus’ presence in the golf and culinary space has allowed us to see first-hand the impact the V Foundation for Cancer Research has on raising funds and awareness for cancer research,” said Nicole Peterson, Manager, Lexus Marketing. “Their dedicated and passionate community has inspired us to join the foundation’s fight against cancer as we support them at two of their signature events.”

Through this multi-year partnership, Lexus will provide courtesy vehicles for guest transport, in addition to sponsoring a “Hole In One” car giveaway at the [ESPYS Celebrity Golf Classic](#) (July 8, 2024). The luxury automotive brand will also donate a unique luxury experience to the auction lot at the [V Foundation Wine Celebration](#) (August 1-4, 2024) and provide courtesy vehicles for guest transportation throughout the event as well.

“We are deeply grateful for Lexus’ generous support of our upcoming V Foundation summer events,” said Shane Jacobson, Chief Executive Officer at the V Foundation. “Lexus’ commitment will directly benefit the brightest minds in science who are working every day on game-changing research and lifesaving breakthroughs across all cancer types.”

The V Foundation for Cancer Research is a top-rated cancer research charity that has awarded over \$353 million in cancer research grants to world-class scientists at top cancer centers nationwide. For more information, visit the [Lexus Newsroom](#).