



FOR IMMEDIATE RELEASE:

NBC'S TODAY SHOW TO BROADCAST LIVE FROM COLOGUARD CLASSIC BY EXACT SCIENCES ON FRIDAY, MARCH 8th

Tucson, Ariz. (March 6, 2024) – For the second consecutive year, NBC's TODAY Show will broadcast live from the Cologuard Classic by Exact Sciences. On Friday, March 8th, during the 6 and 7 a.m. MST hours, TODAY Show Co-Anchor Craig Melvin will lead live segments from the tournament's Survivor Central, located near the 15th green, surrounded by a sea of more than 200 colorectal cancer awareness advocates from 32 states and three countries. Survivor Central is a dedicated venue for survivors, patients, caregivers, and loved ones to be together, watch golf, and connect with others impacted by the disease. The morning segments will feature colon cancer patients, survivors and advocates attending the PGA TOUR Champions tournament, all dressed in their signature awareness blue.

Throughout March, which is Colorectal Cancer Awareness Month, TODAY is highlighting inspiring stories and the importance of early colorectal cancer detection through screening. Melvin is a member of the Colorectal Cancer Alliance's Board of Directors. Since 2017, when his brother Lawrence Meadows was diagnosed with stage IV colorectal cancer at the age of 39, Melvin has been a national advocate and ally for the Alliance and its mission to end the disease. Melvin was connected to the non-profit by a friend to help provide patient and family support. Meadows passed away at the age of 43. Melvin is active in supporting the organization in honor of his brother, by being a spokesperson for awareness campaigns, highlighting stories about young-onset colorectal cancer, and bringing to the forefront the disparities communities of color face when being treated or diagnosed.

The Cologuard Classic by Exact Sciences will be played at La Paloma Country Club, March 8th – 10th. The PGA TOUR Champions golf tournament raises awareness of colorectal cancer, highlights different screening options, and honors those affected by the disease. This globally recognized tournament is made possible by title sponsor Exact Sciences, the Tucson Conquistadores, volunteers, fans, key community partnerships as well as organizations such as The University of Arizona and Operation Hat Trick.

Cologuard Classic by Exact Sciences tickets for Friday, Saturday and Sunday are on sale on the tournament's website, www.CologuardClassic.com. Gates open each day at 9 a.m. With the TODAY Show

broadcast ending prior to tournament gates opening, spectators will not be a part of the Show. For more information on the Cologuard Classic, visit www.CologuardClassic.com.

About Exact Sciences Corp.

A leading provider of cancer screening and diagnostic tests, Exact Sciences gives patients and health care professionals the clarity needed to take life-changing action earlier. Building on the success of the Cologuard® and Oncotype® tests, Exact Sciences is investing in its pipeline to develop innovative solutions for use before, during, and after a cancer diagnosis. For more information, visit ExactSciences.com, follow Exact Sciences on X (formally known as Twitter) @ExactSciences, or find Exact Sciences on LinkedIn and Facebook.

About Cologuard®

The Cologuard test was approved by the FDA in August 2014, and results from Exact Sciences' prospective 90-site, point-in-time, 10,000-patient pivotal trial were published in the New England Journal of Medicine in March 2014. The Cologuard test is included in the American Cancer Society's (2018) colorectal cancer screening guidelines and the recommendations of the U.S. Preventive Services Task Force (2021) and National Comprehensive Cancer Network (2016). The Cologuard test is indicated to screen adults 45 years of age and older who are at average risk for colorectal cancer by detecting certain DNA markers and blood in the stool. Do not use the Cologuard test if you have had precancer, have inflammatory bowel disease and certain hereditary syndromes, or have a personal or family history of colorectal cancer. The Cologuard test is not a replacement for colonoscopy in high-risk patients. The Cologuard test performance in adults ages 45-49 is estimated based on a large clinical study of patients 50 and older. The Cologuard test performance in repeat testing has not been evaluated.

The Cologuard test result should be interpreted with caution. A positive test result does not confirm the presence of cancer. Patients with a positive test result should be referred for colonoscopy. A negative test result does not confirm the absence of cancer. Patients with a negative test result should discuss with their doctor when they need to be tested again. Medicare and most major insurers cover the Cologuard test. For more information about the Cologuard test, visit www.cologuard.com. Rx only.

About The Tucson Conquistadores

The Tucson Conquistadores, Inc. is a nonprofit organized for the purpose of supporting local youth and special needs amateur athletics primarily in Southern Arizona, with an emphasis on offering life enhancing opportunities to give back to the local community. The Conquistadores are comprised of up to 59 active business and professional members and a total membership of 223 who represent a cross-section of the Tucson community. The Conquistadores have raised more than \$37.2 million for local charities since their inception in 1962, including more than \$3,091,000 since the 2018 tournament, Cologuard's first as title sponsor. Key beneficiaries of the Conquistadores' fundraising efforts include Southern Arizona youth athletic programs, First Tee-Tucson and colon cancer advocacy organizations. In addition to their involvement with professional golf, the group has also established the Tucson Conquistadores Foundation. Follow the Tucson Conquistadores online at www.tucsonconquistadores.com.

About La Paloma Country Club

Nestled in the Santa Catalina Mountains, La Paloma Country Club is Tucson's premier private club, featuring 27-holes of Jack Nicklaus Signature golf. The club's new Toptracer Range enhances an already impressive member experience that includes a host of recently elevated amenities, including an expanded clubhouse, event and activities lawn, halfway house, and fitness center. In addition to golf amenities, La Paloma members enjoy 10 tennis courts, four pickleball courts, access to five food and beverage venues, a junior Olympic-sized swimming pool, a five-pool aquatic playground, and the La Paloma Spa & Salon. Managed by Troon Privé, the private club operating division of Troon, La Paloma Country Club is

part of the beautiful 250-acre Westin La Paloma Resort and Spa. For more information on La Paloma Country Club, visit www.lapalomacc.com or call 520-618-4000.

About The Westin La Paloma Resort & Spa

The iconic Westin La Paloma Resort & Spa is a lush, 250-acre desert retreat nestled in the foothills of Tucson's Santa Catalina Mountains boasting breathtaking mountain, desert and golf course views. The property recently underwent a \$35 million rejuvenation, including all 487 of Tucson's largest and most luxurious guest rooms, which range from 475 to 1900 square feet. Every aspect of the Resort has been reinvented, from guestrooms and suites, to golf course bunkers, to the five expansive pools. The resort has also been ranked as the #1 Westin property in North America for Meeting Planner satisfaction for six of the last eight years. The resort features five swimming pools, a 27-hole Jack Nicklaus Signature golf course, Elizabeth Arden Red Door Spa, five restaurants, a Tennis & Health Center, Westin Kids Club and retail shopping. The newly renovated 475 square foot Traditional Guest Rooms includes a large work area with a two-line speakerphone with data port, wireless internet access, voice messaging, 42" HD-TV, in-room movies, laptop-sized safe, full size ironing board and iron, Starbucks's coffee and gourmet tea. Guest rooms also feature Westin's exclusive Heavenly Bed®, Heavenly Bathroom and Heavenly Mirror. Tucson International Airport is 30 minutes away.

ABOUT PGA TOUR CHAMPIONS

PGA TOUR Champions is a membership organization of professional golfers age 50 and older, including 35 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. Follow PGA TOUR Champions online at PGATOUR.com, on [Facebook](#), on [X](#) (formerly Twitter - @ChampionsTour), on [Instagram](#) (@pgatourchampions) and on [TikTok](#) (pgatourchampions).

All events are televised in the United States on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, PGA TOUR Champions coverage is available in more than 170 countries and territories via 22 media partners.

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