

# KK's Golf Classic and The King of Hearts Gala Ball



To whom it may concern,

Kevin King (22) collapsed suddenly during a game of indoor soccer with friends at Campsie outside Derry on Thursday 3 November 2016. Although the cause of Kevin's death is yet to be confirmed, preliminary findings have shown myocardial fibrosis, when scars form in the heart muscle without an obvious injury and can lead to sudden death.

Since Kevin's death, his family have been raising money for life saving research at The British Heart Foundation. Their BHF Gift of Hope fundraising page has raised more than £12,500 so far.

On Saturday 6<sup>th</sup> May 2017, the day that Kevin would have turned 23, the family are holding a charity "4 ball" Golf Tournament (The KK Golf Classic) at Foyle Golf Club in Derry. This will be followed by the "King of Hearts Gala Ball", a black tie event with a Charity Auction in the stylish Everglades Hotel of Derry.

There are tickets for 450 people at the Gala Ball including corporate. This is set to be a historic all day event in Northern Ireland providing a platform to raise awareness of sudden death in young people.

With multiple ways to support us, we are looking for sponsorship in the following areas:

- Tee Sponsorship
- Golf Prizes for Team Achievement, Longest Drive and Nearest the pin
- Main sponsorship of Drinks Reception at the Everglades Hotel Derry for the Gala Ball
- Items for the Charity Auction
- Corporate Tables will be sold at £500 for 10 people with complimentary tee sponsorship during the Golf Tournament.

The BHF is the largest independent funder of heart research in the UK and the charity is currently funding a number of research projects into myocardial fibrosis and other causes of sudden death in young people.

Professor Houman Ashrafian leads BHF-funded research into myocardial fibrosis at the University of Oxford and is a consultant cardiologist at Oxford's John Radcliffe Hospital.

Professor Houman Ashrafian said:

“When young people are suddenly lost to a heart condition, it can be devastating and we are so grateful to Kevin’s family and friends for their support at this terrible time. Our research is looking for ways to prevent the dangerous scars forming in heart muscle that can cause these tragedies.

“Throughout its 55 year history the BHF has pioneered research that is saving lives from sudden death but there is still much more to be done. It is vital we can continue our research and help prevent any more suffering.”

The BHF has helped make major breakthroughs in the diagnosis and treatment of dangerous heart conditions. These medical developments have saved countless lives. The charity continues to lead the way in funding research in this area but can only do this through the support of the public.

Science funded by the BHF has contributed to advances in pacemakers, transplant surgery, defibrillators and the development of statins.

Since so much good can be done with your help we would appreciate your support.

To find out more about the BHF’s research visit [bhf.org.uk/research](http://bhf.org.uk/research) or to donate to the campaign in Kevin King’s memory go to [giftofhope.bhf.org.uk/In-Memory/Kevin-King](http://giftofhope.bhf.org.uk/In-Memory/Kevin-King)

To contribute to this event with the opportunity to have your company advertised as a supporter,

Please contact via one of the following ways:

Email: [kevinkinggiftofhope@gmail.com](mailto:kevinkinggiftofhope@gmail.com)

Mobiles: (Martin King – Gala Ball): 07850450933

(Steven McShane – Gala Ball/Golf Classic): 07860953521

(Sheelan Atalla – Gala Ball): 0785084239

Thanking you in advance,

The King Family