



KEEP SWINGING

We are honored to have the opportunity to work with I AM ALS to share the story of John Whigham, and the stories of individuals battling ALS. We want to thank you for taking the time to collaborate with us. We believe the *Keep Swinging* Campaign will have an impact on the ALS community and anyone who views the content of this campaign.

JOIN US AS WE TAKE DOWN ALS ONE SWING AT A TIME.

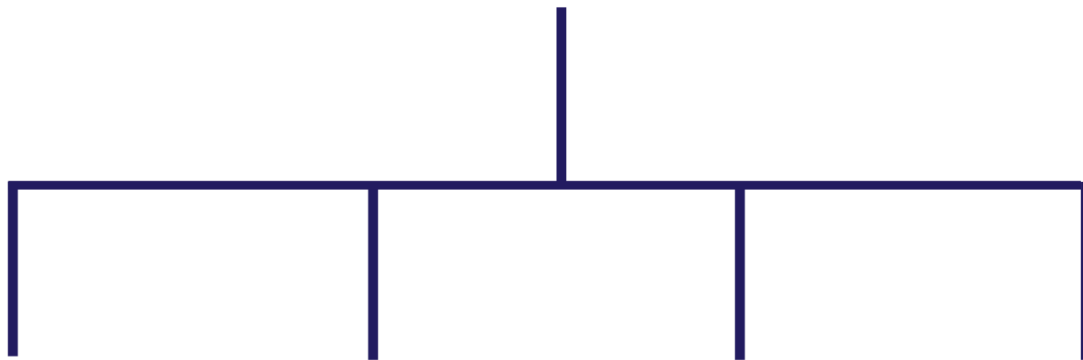
MARCH 1ST, 2023

THE KEEP SWINGING CAMPAIGN

The *Keep Swinging* Campaign is a movement to raise awareness and donations for ALS. Specifically, we want to address the reality of living life with ALS for individuals and their families. Our goal is to raise donations, drive communication and awareness about ALS and motivate all viewers of the campaign to *Keep Swinging* through life's challenges.

On March 1, 2023, the *Keep Swinging* Campaign will kick off.

WHAT CAN YOU DO TO HELP?



**Participate
in the #Swing4ALS
Challenge**

**Donate by
purchasing from**
*The John C. Whigham
Collection*

**Donate to I AM ALS on
the Keep Swinging
Fundraising Page**

Spread the Word



THE ORIGIN OF KEEP SWINGING – JOHN WHIGHAM

My father, John Whigham, was diagnosed with Amyotrophic Lateral Sclerosis (ALS) on March 1st, 2022. ALS is an incurable neurodegenerative disease that weakens muscles and impacts physical function.

The news of my father's diagnosis was an incredible shock to my family. For anyone facing the reality of ALS, it is difficult to navigate through available and affordable resources, leaving a feeling of helplessness for most.



Curt & John Whigham

ALS causes a slow deterioration of the ability to do things you love. For my father, he is slowly facing the reality that he can no longer play the game he loves - golf. ALS slowly steals valuable time and parts of the human experience, but there are some things that ALS can never take.

When my father was diagnosed, we were left in a state of disbelief and true sadness. To stay positive and roll with the punches of ALS, my family leaned on the phrase, *Keep Swinging*. No matter what, we would lean on each other and *Keep Swinging* through the difficult moments and life's challenges that lay ahead.

At a high-level, Lucas and I want to encourage *Keep Swinging* as a motto to live by. Whatever life may throw your way, we are challenged to hold on to our motivations and blessings and *Keep Swinging* through life's toughest moments. Although you may have a setback- a difficult diagnosis, grief, loss- we have to stand tall and *Keep Swinging*.

This project is in honor of John C. Whigham - the best father and Boge Golfer out there.

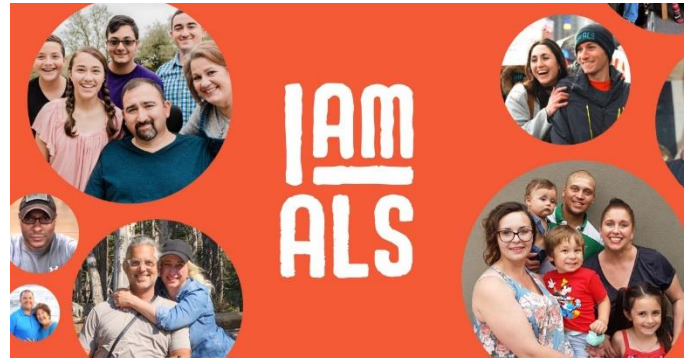
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OUR PARTNER – I AM ALS

To help deliver our message, we are working hand and hand with [I AM ALS](https://iamals.org).

I AM ALS is a patient-centric movement revolutionizing how to end disease. The nonprofit provides critical support and resources to people with ALS, caregivers and loved ones. They empower advocates to raise awareness and lead the movement against ALS in driving the development of treatments and cures. Founded in 2019 by husband-and-wife team Brian Wallach and Sandra Abrevaya, I AM ALS was born out of their desire to rewrite the ALS story for Brian and the tens of thousands of other people with ALS.



All donations made to I AM ALS through the *Keep Swinging* Campaign will be used for their Peer Support Initiative, Support Groups, Support Specialists, and the Community Teams at I AM ALS.

Our partnership with I AM ALS has been special from the start. All members of the team have been impacted by ALS in some way and so have we.

WAYS TO GET INVOLVED IN THE KEEP SWINGING CAMPAIGN

1 Participate in the #Swing4ALS Challenge – [CHECK IT OUT](https://iamals.org)

The #Swing4ALS social media challenge will be the heart of the *Keep Swinging* Campaign. It is a social media movement to spread a positive message and awareness of ALS.

The #Swing4ALS challenge highlights the flexibility and adaptability of the ALS community. An individual with ALS constantly adapts to do the things they love and the activities in their day-to-day. The #Swing4ALS Challenge is a creative and inclusive challenge to highlight your swing. This can be a golf swing, a swing at a pinata, a



baseball swing, swinging on a swing – anything! At the end of the day, it doesn't matter what your swing looks like. All that matters is that you *Keep Swinging*.

Let's take down ALS one swing at a time. Starting March 1st, check out our social media platforms to follow along with the *Keep Swinging* Campaign.



X **I AM ALS**

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Now let's make your #Swing4ALS Video!

1. State your name and who nominated you to do the #Swing4ALS Challenge.
2. Nominate 3 individuals to complete the #Swing4ALS Challenge in 24 hours. Don't forget to tag your nominees!
3. Perform your creative swing.
4. Sign off by saying "Keep Swinging."
5. Post your video to social media using the hashtag #Swing4ALS.

Spread the love on Instagram, Facebook, and Twitter. Tag Boge Golf & I AM ALS for a repost!



Check out our pages!

2 Donate by purchasing product from *The John C. Whigham Collection*

The John C. Whigham Collection is made up of golf apparel that embody John Whigham on and off the links. The collection is available on our online shop starting March 1. Boge Golf will donate 40% of the proceeds to the I AM ALS organization at the conclusion of the campaign.

3 Donate to I AM ALS on the *Keep Swinging* fundraising page.

To simply donate to the cause, donate on the *Keep Swinging* fundraiser page available on the I AM ALS website. Any and all donations are appreciated! Be on the lookout for the link.

4 Spread the Word

Share the *Keep Swinging* Campaign with 3 other people. Feel free to share this packet, our webpage, the mini documentary and any other material with anyone you know.



With your help, we feel we can make a difference not only in the ALS community, but to anyone who hears the message!

Thank you so much for taking the time to collaborate with us on the *Keep Swinging* Campaign. We are eager to bring change and make an impact on the ALS community. We hope this serves as inspiration to all.

Thank you and Keep Swinging,



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