



situation

In July of 1995, Michigan tennis pro Bill Przybysz was diagnosed with Acute Monocytic Leukemia. After a series of treatments in Grand Rapids, he was sent to the University of Michigan Medical Center for a bone marrow transplant. Bill was fortunate enough to find not only one bone marrow match but six. As his strength returned after the transplant, Bill grew determined to help others cope with similar challenges and formed the Miracle Match Foundation (MMF) in

1997. The Foundation was created to link patients in need of a bone marrow transplant with healthy

To raise money for leukemia research with its new tennis pro event series, Miracle Match Foundation looked to Moore Consulting Group to serve up results

donors. To raise money for his Foundation, Bill turned to what he knew: tennis. In a bold move, he sent tennis legend John McEnroe a letter explaining his situation and challenging him to a charity match. Touched by his story, John agreed to help. After three events with John, Bill turned to Moore Consulting Group (MCG) to help make the future events more successful and increase awareness of this important cause.

challenges

After researching potential cities and speaking with local and state tennis officials, MCG recommended Boise, Idaho, for the event due to the city's strong tennis community and their support of the sport (Boise was home to a minor league tennis team called the Idaho Sneakers). For the event to draw a large crowd, a big-

name talent was needed to play against John McEnroe. Mats Wilander was chosen. As a seven-time Grand Slam singles title holder, Wilander was very interested in helping the foundation after his father died from cancer. And, as an Idaho resident, he would be able to draw community interest for the event.



strategies

Secured the site locations for the event and the pre-event gala at the Bank of America Center.

Coordinated with Boise area contacts and volunteers to identify and secure sponsors for the event.

Secured in-kind partnerships, including Clear Channel, KBCI CBS Channel 2, Idaho Statesman, Idaho Weekly, Grove Hotel (catering of pre-event gala and hotel rooms), and Cable One.

Organized public relations, media relations, advertising, and promo-

tional activities to promote the event and drive ticket sales.

Conducted multiple press conferences, television and radio interviews to drive awareness and ultimately ticket sales.

Developed media materials, including media alerts, news releases, calendar announcements and back-grounders.

Conducted an additional media event when Bill visited the cancer patients at St. Luke's Mountain State Trauma Institute (MSTI).



results

More than 5,000 people attended the Boise Miracle Match event, including 320 VIP tickets, yielding over

\$120,000. MMF also received \$120,600 in sponsorships, surpassing previous events by an overwhelming

\$35,000. Coverage was generated in six media outlets, resulting in more than 1,000,000 media impressions.