

# Living in Paradise

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# Poker Run Fun

## Local entrepreneur lends helping hand to annual benefit

**Daniel J. Quigley**  
Independent Newspapers

Everyone's probably seen the ads that heat up Super Bowl commercial breaks with abrupt and sexually suggestive cliffhangers advertising GoDaddy.com and featuring its founder Bob Parsons in various social situations such as at a casino table while female characters vie to be the next "GoDaddy Girl."

Well, local entrepreneur Mr. Parsons returned to his TV-ad poker table Aug. 24, but not to advertise his company. He donated the entire production of the commercial to help advertise the Scottsdale Healthcare Rob Moy Memorial Poker Run on Oct. 23.

The 215-mile motorcycle-ride fundraiser, now in its second year, benefits Scottsdale Healthcare's Gift of Life Lodging Program, a partnership with Country Inns and Suites that offers courtesy lodging to eligible patients who travel for treatment and clinical trials at the Virginia G. Piper Cancer Center, including those with rare and advanced cancers.

The event is named in honor of the late Rob Moy, a 14-year SHC employee and avid biker, who died in 2009. Mr. Moy spearheaded the creation of the event but passed away before its inauguration.

Suzanne Hyde, a social worker at the cancer center, says the program is all about alleviating – not just the stress of cancer treatment – but also, the other issues patients face while going through treatment like living arrangements.

"There was recently a research report that indicated that more cancer survivors express concern and anxiety regarding cost of care than actual death from the disease," Ms. Hyde said. "So, with this program, we've tried to address that concern so patients can focus on their health and treatment and getting better."

She says the poker ride is the main fundraiser for the program.



Photos by Daniel J. Quigley/Independent Newspapers  
**GoDaddy.com founder Bob Parsons, above, funded a commercial filmed last week to promote the Rob Moy Memorial Poker Run. The annual charity event is scheduled this year for Oct. 23. Funds raised support Scottsdale Healthcare's Virginia G. Piper Cancer Center. In top photo, cancer survivor Shannon Alexander prepares to be filmed on his motorcycle.**

During the commercial, which was filmed in the showroom of Go AZ Motorcycles, another business owned by Mr. Parson's, he is not approached by the customary Go Daddy blond bombshell or buxom brunette looking for a job. This time, he is flanked by more than a dozen cancer survivors wearing orange shirts.

Before shooting, Mr. Parsons greeted and shook hands with each of them. He also joked around and laughed with the

group.

Between two of takes, Mr. Parsons announced that Go Daddy will match the funds raised through registration fees for the event up to \$10,000, which was immediately met with applause from the group of cancer survivors.

"If we can have a good time and support a great cause for some people that desperately need some help, well, that's what we ought to do," Mr. Parsons said.

The commercial also features SHC biomedical engineer Shannon Alexander, a 10-year survivor of testicular cancer, pulling up on a motorcycle and accepting a poker hand from Mr. Parsons, a reference to the Oct. 23 Poker Run.

The ride will start 8 a.m. at Go AZ and end around 4 p.m. at San Tan Flats in Queen Creek. Along the way, riders will be issued playing cards at designated stops to win prizes for the best poker hands, including a chance to win a \$20,000 motorcycle from Go AZ.

Mr. Alexander says he's honored to be part of the commercial and the event. He recalls the anxiety he felt when he was diagnosed with the disease.

"I thought I was going to die," said Mr. Alexander. "It's a quick killer."

Mr. Alexander was saved by a successful surgery to remove the cancer and subsequent radiation therapy.

The Rob Moy Memorial Poker Run costs \$30 per rider in advance or \$35 the day the event. Passengers cost \$20.

The event also features live entertainment and a 50/50 raffle. Prize winners must be present to collect.

For registration or sponsorship information, call Joanne Gain at 480-882-4541 or Tina Hudak at 480-882-4607.