

# BRASWELL PARTNERS WITH THE V FOUNDATION

Fourth-generation, family-owned egg supplier sponsors local cycling event to help achieve Victory Over Cancer.

**N**ashville, N.C.-based **Braswell Family Farms** (braswellfamilyfarms.com) is proud to announce it will serve as presenting partner of the V Foundation for Cancer Research's Victory Ride to Cure

Cancer, a one-day charity cycling event benefiting the Raleigh, N.C.-based foundation.

The leading producer of value-added private label egg products and the second-largest Eggland's



Best franchisee in the United States, family-owned Braswell Family Farms will join the V Foundation on May 18 to help achieve Victory Over Cancer.

"So many on our team at Braswell Family Farms have either suffered from cancer themselves or had a

the company will visit Victory Ride partners on a breakfast tour.

## 'A DELICIOUS START TO THE DAY'

"We are so pleased to partner with Braswell Family Farms," says Susan Braun, CEO of the V Foundation, which was founded by legendary North Carolina State University basketball coach and ESPN commentator Jim Valvano in 1993. "What a wonderful partner to have as we build



'Braswell Family Farms is so grateful to partner with the V Foundation and to have the opportunity to give back with our time, treasure and talent to push back against the darkness of cancer.'

**Trey Braswell, CEO**



Presenting partner Braswell Family Farms will provide breakfast for all riders and volunteers and supply hard-boiled eggs throughout the course to fuel cyclists.

close friend or family member who has," says company president Trey Braswell. "Braswell Family Farms is so grateful to partner with the V Foundation and to have the opportunity to give back with our time, treasure and talent to push back against the darkness of cancer."

As the presenting partner, Braswell Family Farms will enhance the ride-day experience for participants, volunteers and spectators. It will provide breakfast for all riders and volunteers and supply hard-boiled eggs throughout the course to fuel cyclists. Prior to the Victory Ride,

the Victory Ride. Their support not only means a delicious start to the day, but it means even more people working together toward Victory Over Cancer."

Victory Ride participants raise a minimum of \$250 with 100% of rider-raised funds directed to cancer research. The Victory Ride benefits Duke Cancer Institute, UNC Lineberger Comprehensive Cancer Center and Wake Forest Baptist Health Comprehensive Cancer Center, as well as breakthrough cancer research nationwide.

From start to post-ride, the Victory Ride has many exciting features. George Hincapie, 17-time Tour de France competitor and grand marshal of the Victory Ride, will lead the first wave of riders out of N.C. State University's Centennial Campus. The Victory Ride festival area will have a kids' bicycle obstacle course. Cyclists and their guests can enjoy food trucks and local breweries in a post-ride celebration.

For more information about the Victory Ride to Cure Cancer or to register for the ride, please visit

thevictoryride.org. Follow the Victory Ride on Facebook, Twitter and Instagram @TheVictoryRide and through #TheVictoryRide. For more information on the V Foundation for Cancer Research or to make a donation, please visit jimmyv.org.



**Braswell Family Farms**  
Nashville, N.C.  
braswellfamilyfarms.com