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Batavia High School “Black-Out” to raise funds for “Jay’s Hope,” an Advocate Charitable Foundation fund

BHS alum (2010) Jay Burger lost his courageous battle to cancer this summer, but his warrior spirit will permeate Bulldog Stadium with black Jay’s Hope T-shirts this Friday, Sept. 30 when Batavia takes on Geneva in the Great American Rivalry game.

Sept. 26, 2016 (Batavia, IL) - On Friday, Sept. 30, Batavia High School football fans will be wearing a very special T-shirt designed to honor Batavia High School graduate (2010) Jay Burger, who passed away in June 2016 at the age of 24 after a courageous 21-month battle with Ewing’s Sarcoma, a rare bone cancer that primarily affects children and adolescents. At the time of his death, Jay was a recent graduate of the University of Iowa, and just starting his career in marketing with the Chicago Bulls.

In partnership with [Advocate Health Care](#), Jay’s mother, Kelly Jo Golson, step-father of more than 20 years, Mark Golson, and siblings, Luke and Sophie Golson, formed Jay’s Hope. Jay’s Hope is an [Advocate Charitable Foundation](#) fund that offers support and grants to college students and recent graduates undergoing cancer treatment.

“While a cancer diagnosis is difficult at any age – for a young adult, it brings unique challenges,” said Kelly Jo Golson. “Caught between the world of a child not fully aware of what lies ahead and an adult with more mature coping skills– young adults often fall through the cracks. The funds raised will allow Jay’s warrior strength and hope to be extended to other young adults beginning their own fight against cancer. From the time Jay was diagnosed, there was never any other option than winning the battle. He had hope until he took his last breath that he was going to win. We want to spread that hope and positive energy to others.”

Jay’s brother, Luke, is a Batavia High School senior and defensive back on the BHS football team. At Friday night’s varsity home football game, Luke will serve as honorary team captain. A moment of silence to honor Jay will also be held at the beginning of the varsity game, which starts at 7:30 p.m.

“We are thrilled to be able to hold a fundraiser to honor Jay at the Batavia vs. Geneva game,” said Batavia High School head football coach, Dennis Piron. “It’s such a well-attended game. This year, it will include our annual Jr. Bulldog Night with our elementary school flag football players on the field and a celebration of our [Great American Rivalry Series](#) scholarship winner, BHS senior Colin Holden, and Great American Rivalry Series 2016 Hall of Fame inductee Steve Bailey. Steve graduated from BHS in 1999, and is a volunteer football coach for our team. It is our goal to have the T-shirts bring significant

awareness to Jay's Hope. Jay touched the lives of so many people around him. No doubt, his strength will be felt in Bulldog Stadium on Friday night."

Batavia High School will be selling the black "Jay's Hope" T-shirts this week. Each limited-edition T-shirt is \$10 and available in small, medium, large, and extra large sizes. All proceeds from T-shirt sales will be donated to Jay's Hope.

T-shirts will be available for sale to BHS students during their school lunch hours on Wed., Sept. 28 and Thurs., Sept. 29.

T-shirts will be available for public purchase at the Thurs., Sept. 29 Batavia Football Team dinner in the BHS cafeteria, from 4 p.m. to 7 p.m. Orders for T-shirts will also be taken at the game on Friday, Sept. 30, starting with the sophomore game at 5 p.m.

In addition to the T-shirt sales, a 50/50 raffle will be held during the game to benefit Jay's Hope. Raffle tickets will be sold at the Wilson St. entrance gate.

Donations to Jay's Hope can be made anytime online at <http://advocategiving.org/about/jays-hope>.

"Batavia really embraced Jay throughout his treatment and beyond, and that means so much," said Kelly Jo Golson. "Our family is so proud to call Batavia home."

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Available for interview:

- Luke Golson, Jay's younger brother, member of the football team
- Kelly Jo Golson, Jay's mother
- Dennis Piron, Batavia High School math and business teacher, and head varsity football coach
- Matt Holm, Batavia High School social studies teacher and former head baseball coach

Photo Captions:

- **Photo 1:** Jay (right) on the football field with his younger brother, Luke. Luke is a senior at Batavia High School and defensive back on BHS football team.
- **Photo 2:** Jay (middle) with his younger brother, Luke, and younger sister, Sophie.
- **Photo 3:** Jay (second from left) with his mom Kelly Jo, younger sister, Sophie, and step-dad, Mark.
- **Graphic 1:** The shield design of the Jay's Hope logo represents both Jay's warrior strength and the fact that he truly represents the definition of hero to so many. The logo is included on the back of every Jay's Hope T-shirt being sold for the Fri., Sept. 30 football game at Batavia High School.
- **Graphic 2:** The front of the Jay's Hope T-shirt includes one of Jay's favorite sayings, "Welcome to the Show."