

YOUR NAME AND ADDRESS/EMAIL

April 2010

Dear [Family and Friends/NAME]:

I'm writing to let you know that [this year/once again] I'm taking part in the **Kids Walk for Kids with Cancer**, which supports pediatric cancer research at Memorial Sloan-Kettering Cancer Center. Since it started in 2001, the Kids Walk has raised more than \$775,000 dollars! That's a lot of money and it helps MSKCC cure more kids – so I'm proud to be part of the effort [again] this year.

The idea is simple – walk 4.5 miles on a Saturday afternoon through Central Park. However, the goal is huge – raise enough money for pediatric cancer research to put an end to the disease! I know it's an ambitious goal, but cancer kills more children each year than all other diseases combined. That's why 100% of all the money we raise supports the research at MSKCC. They treat more kids with cancer than any other hospital in the world, and their research is improving the odds!

Donations in any amount will help! The best way to donate is online at www.kidswalkforkidswithcancer.org. You'll find my fundraising page and can support my team and me. Or, you can write a check to Memorial Sloan-Kettering Cancer Center. In the memo, please put "Kids Walk" and note either [MY NAME] or [TEAM'S NAME], and send it to me using the enclosed envelope, or directly to MSKCC at:

Memorial Sloan-Kettering Cancer Center
Attention: Kids Walk for Kids with Cancer
633 Third Avenue, 28th Floor
New York, NY 10017

If you're able to join us, we'd love to see you. We'll be walking in Central Park on Saturday, May 8th. We'll be walking so kids with cancer won't be stuck in hospitals. We'll be walking so kids can do the ordinary things that all kids want to do. We'll be walking to end pediatric cancer. Thank you for joining our cause and supporting the Kids Walk for Kids with Cancer!

Sincerely,