

Dear Friend,

How much would you pay to see me walk through the streets of Pleasanton in my bra? (You think I'm kidding, don't you?)

In May, I'm participating in a 10K fundraising walk, complete with a bra-decorating contest, to raise money for the Axis Community Health Center, HERS Foundation, UCSF Helen Diller Cancer Center, and ValleyCare Foundation.

The Bras for the Cause Walk promises to be a very popular, high-energy event with hundreds of walkers, volunteers, and spectators. We are participating in a fun, and exciting walk with a very compelling purpose—to find a cure for breast cancer now. As a walker, I have been asked to raise money through fully tax-deductible pledges that will fund research and medical treatment for underinsured women in the Bay Area. All the money you give will go directly to Pleasanton's AXIS Community Health Center, HERS Foundation, UCSF Helen Diller Cancer Center, and ValleyCare Foundation. Tri-Valley SOCKs (the walk organizers) are using corporate sponsorships and our registration fees to cover the insurance, printing, and other costs associated with the walk.

Would you please consider making a fully tax-deductible pledge to help fight breast cancer? Even though I joke about donation amounts, I am very serious about raising at least \$___ for this walk.

"I Hate Taxes and This is a Good Write-Off" category – (How about \$100 or more?)

"Love Ya', But My Stock Options are Way Under Water" – (I feel your pain, but can you spare \$75?)

"She Doesn't Even Send a Christmas Card and Now She Wants Money?" -- (Yikes! \$40?)

"No Starbucks for a week." – (\$20? Your caffeine-withdrawal headache will hurt less than my feet.)

"A Buck a Kilometer to Get You Offa My Back"— (That's \$10! Really, I hate asking for money, but you didn't offer!)

If you have any questions about the walk or if you'd like to join me (there's a fabulous dessert buffet for all of the walk finishers) please check out the website: www.trivalleysocks.org.

Even if you don't feel that you can sponsor me for this walk, please remind the women in your life to do monthly breast self-exams and get regular mammograms. It's worth nagging the people you love.

Thank you in advance for your generosity. You can make a difference in someone's health and life.

Yours truly,