

January 23, 2012

«First_Name» «Last_Name»
«Company»
«Street»
«City», «State» «Zip»

Dear «Prefix» «Last_Name»,

We are thrilled to announce that the Mississippi/ Louisiana Chapter of The Leukemia & Lymphoma Society will be hosting the **2012 Leukemia Cup Regatta**. **We are writing to invite you to join LLS by donating an auction item for our Saturday evening Post Race Party to be held at Southern Yacht Club.** Last year, the Regatta raised over \$220,000 and hosted 500 people at the evening celebration, ranking our regatta as the number four Leukemia Cup Regatta in the country. This year we have a goal of raising a record \$300,000 for blood cancer research and for financial aid and services to patients living in Louisiana and Mississippi.

The 2012 Regatta will be held the weekend of April 21st and 22nd. This event is the largest charitable sailing event in this region and offers your company exposure to the areas' top market.

In return for your support, The Leukemia & Lymphoma Society will gladly:

- **Recognize your company in the event program.**
- **Acknowledge your company through signage at the event.**
- **Identify items donated by your company.**

LLS is the fastest growing non-profit voluntary health organization with a nationwide presence. Since its founding in 1949, LLS has provided more than \$814 million for blood cancer research. Dr. Carl June, an LLS-funded researcher, recently made worldwide news when he demonstrated how through the use of gene transfer therapy, he created T-cells that can kill cancer cells. Since 1998, LLS has funded Dr. June and his team with nearly \$15 million. This funding has allowed him to discover the treatment that, in Phase I testing, has helped two of three cancer patients achieve full remission, and the third patient achieve partial remission. One of the many ways that LLS funds its research and patient services is through special events. The Leukemia Cup Regatta, one of LLS' premier events, is a series of sailing races that take place at yacht clubs throughout the United States. Sailors raise money for LLS through pledges and individual donations and compete for prizes and awards. In New Orleans, we are also pleased to include live music and live and silent auctions in our regatta.

Please review and complete the enclosed form in order to give your company maximum exposure. If you have any questions, please contact Stephanie Clary at (504) 837-0945 or Stephanie.Clary@lls.org

Best regards,

2012 Leukemia Cup
Regatta Committee

Jim Wade
Event Co-Chairman

Shan Kirk
Event Co-Chairman

Andy Lovell
Sponsorship Chair

Bill Wright
Blaine Gahagan
Burt Benrud
Caroline Wade
Chris Stuckey
Cindy Rodrigue
Connie Leblanc
Forrest Richards

George Hero
Guy Brierre
Henry Lopez
Jan Adams

Julian Richards
Julie Real

Kevin Blank
Liz Wade
Lundy Ryan

Lynn Long
Macho Slavich
Marcelle Meyer

Martin Peake
Melb Scoggin
Merlin Wilson

Mimi Peake
Richard Smith
Sharon Kirk

Tom Long
Wallace Paletou

Committee Members

Lisa Alejandre
Executive Director

Katie Triplett
Senior Campaign
Manager