



4LOVE PROJECT

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SPONSORSHIP
& PARTICIPANT
INFORMATION

3RD ANNUAL JANA PICCOLA WALK 4LOVE
BENEFITTING PEDIATRIC CANCER RESEARCH

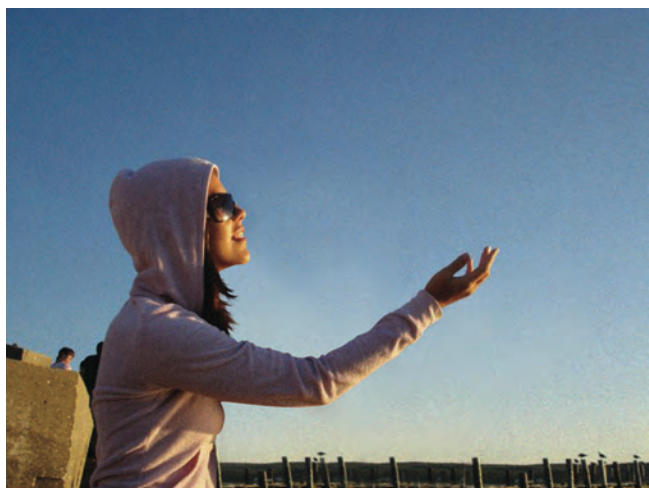
5K WALK/RUN

SATURDAY SEPT. 24TH

START TIME: 9:00 / FUN RUN: 8:30
MILL DAM PARK, MILL DAM ROAD,
HUNTINGTON, NY 11743



JANA'S LETTER



IT WAS IN MID MAY OF 2003, the day of junior prom. while most girls were worrying about make-up and their prom dress, I had larger issues at hand. I received a phone call that no sixteen year old should receive; I had cancer. My summer was spent in and out of the hospital, getting chemotherapy and radiation treatments for soft tissue sarcoma. I had the love and support from family, friends, and my boyfriend Sean, so I was able to focus and stay positive. It may sound odd, but I was lucky to be 16 and 5'7" when I received the intense treatments. Children who have not gone through their growth spurt often never reach their full height.

I became more educated about the effects of treatments during my second battle with cancer. This time around I was diagnosed with AML, a type of leukemia that was the result of my treatments from 5 years prior. I am 21 years old and tired of seeing so many suffer from cancer, especially children. More research and funding needs to be placed on pediatric cancer. So that every child can be a child.

Jana

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Since then Jana has passed on and her family and friends have become focused on Jana's dream. The Jana Piccola Walk 4Love embraces Jana's dream and is fully focused on raising funds towards pediatric cancer research.



WWW.4LOVEPROJECT.ORG

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4Love Project
P.O. Box 767
Huntington, NY 11743

Dear Potential Sponsor / Participant,

When Jana and I founded 4Love Project, she was healing from a stem cell transplant as a result of Acute Myeloid Leukemia (AML). This disease came as a side effect from her chemotherapy and radiation treatments for Sarcoma of the stomach five years prior, at age 16. The chances of Jana developing AML were small, however, the treatments were vital and the risk was all but worth it.

Throughout her battle with cancer I was her dedicated caregiver. During this time we formed a company that gave back to the children and young adults affected by pediatric cancer so they have the opportunity to enjoy life to the fullest. Since then Jana has passed on and our goals have not changed. 4Love Project is focused on raising funds for pediatric cancer research and starting a grant program that would help families commute to the hospital.

I am writing to ask your help in our mission because we truly cannot accomplish it without generous gifts from people like you. Alternate treatments need to be found, so that children and young adults like Jana may have a bright, positive future. With advancements in research and treatment, Jana's diagnosis with cancer for the second time might have had a different outcome. Today children diagnosed with cancer are generally given the same treatments as adults. This can lead to serious and potentially life threatening complications.

People are not aware of the impact pediatric cancer has on society. Currently, one in every 330 children in the United States develops cancer before the age of nineteen. The incidence of cancer among children is increasing. Each school day, enough children are diagnosed with childhood cancer to empty two classrooms! About 4,000 children die from cancer each year. That's 11 children every single day, every single year. Cancer remains the number one disease killer of America's children - more than Cystic Fibrosis, Muscular Dystrophy, Asthma and AIDS combined. Cancer is the #1 disease-related killer of children under the age of 14 years (*NCCF). Help change these statistics and fight for Jana's cause.

Thank you for taking the time to hear our story, we hope you will consider supporting this cause and making a difference in the lives of children and their families dealing with pediatric cancer. For more information, or if you would like to learn more about Jana, please visit our website at www.4LoveProject.org

Sincerely,

Sean V. Pawelec
Co-Founder



WWW.4LOVEPROJECT.ORG

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Dear Potential Sponsor,

On October 31, 2008 my dear friend and Huntington resident, Ms. Jana Lee Piccola passed away from Acute Myeloid Leukemia at the age of 21. Jana and I were peers and good friends at Huntington High School when she was first diagnosed with cancer at only 16 years old. During Jana's battle she devoted much of her time to gathering information about pediatric cancer and working to raise money for pediatric cancer research.

Since Jana passed, her close friends and family have been working to keep Jana's dream of finding a cure for pediatric cancer alive. Therefore, we would like to invite you to our 3rd Annual Jana Piccola Walk 4Love 5k run/walk in memory of Jana, her devotion to finding a cure for cancer, and for other children and families who have been affected by pediatric cancer.

The Walk 4Love will be on Saturday, September 24, 2011 beginning at approximately 7:30 am at Mill Dam Park in Huntington, NY. We anticipate a minimum of 500 participants to attend our event and be cheered on by a few hundred more spectators. The event is a USA Track & Field certified race, welcoming runners from throughout Long Island, including a large number of participants in the local community. Sponsors can access race and organization information at www.4LoveProject.org and www.active.com.

In order to make our event a success in donating as much as possible to pediatric cancer research, we ask that you please consider making a contribution to our event. Any contribution, large or small, is a big help in our mission to keep Jana's dream alive. Along with monetary donations, we would love sample product donations to give each participant in our runner gift packets as well as any donation that can be raffled off after the race.

Thanks for your time and consideration and we hope to have you join as part of our sponsorship team for the Jana Piccola Walk 4Love for 2011!

Sincerely,

Caitlin Latini
Event Director

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PRESENTED BY



SPONSORSHIP OPPORTUNITIES

PLATINUM: \$1000

- Gold, Silver & Bronze package, plus:
- Company Logo on race t-shirt
- Company name announced at award ceremony

GOLD: \$500

- Silver & Bronze package, plus:
- Company name on race t-shirt
- Company name on mile marker signs

SILVER: \$250

- Bronze package, plus:
- Company may have booth at event
- Company may provide literature for race packet

BRONZE: \$100

- Company name on event websites
- Company name on "Thank You" banner and email

PRODUCT/SERVICE SPONSORSHIPS

If you would prefer to make a product or service donation, we will use fair market value to equate your gift to a sponsorship level and you will receive the same benefits as mentioned in the sponsorship levels. Examples of products needed are:

Race-day bags, Medals, Awards, Door prizes, Raffle prizes, Gift baskets, Food / Water, Printed materials, or any other products or services you care to donate

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PLEASE MAKE ALL CHECKS PAYABLE TO THE
4LOVE PROJECT. THANK YOU FOR YOUR
CONTINUED SUPPORT!

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4LOVE PROJECT
P.O. BOX 767
HUNTINGTON, NY 11743

..... CUT & SEND

SPONSOR INFORMATION

NAME (FAMILY, BUSINESS, ORGANIZATION) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

PLEASE MAIL TO: 4LOVE PROJECT • P.O. BOX 767 • HUNTINGTON, NY 11743