



MORE THAN PINK

April 7, 2017

Dear Friend and Prospective Race Sponsor,

Plans are underway for the 27th Annual Susan G. Komen NEPA Race for the Cure®, the largest 5k single cause-related run/walk in Northeastern Pennsylvania, and we couldn't be more excited and honored to chair this event. We, Jill Eidenberg and Nicole Olszyk, kindly ask you to join in our passion and commitment for this cause that touches the lives of so many within our community.

We all need to be **"More Than Pink"** to make a real impact. That means taking our awareness of this disease to the next level of action. You can start today by becoming a sponsor of this year's race, which will take place on Saturday, September 16th in downtown Scranton.

Enclosed are a sponsorship brochure and agreement, which outline the benefits and the strong effect your involvement has on breast cancer patients, survivors and generations to come. Your support helps those in need to receive free breast health education programs and breast cancer screening and treatment services long after the Race ends.

The Susan G. Komen® Mission in NEPA

Susan G. Komen® cares about what is happening in our local communities, to our loved ones and to all uninsured and underinsured women and men residing throughout the 19 counties of our Northeastern Pennsylvania Affiliate service area. We're addressing their breast health care needs through Komen® NEPA funded local community breast health education programs and breast cancer screening and treatment grants. This year, we awarded \$191,105 to eight nonprofit organizations dedicated to saving lives and ending breast cancer.

Of the net proceeds raised, 75 percent remains here in Northeastern Pennsylvania. A minimum of 25 percent funds the Susan G. Komen® National Research Grant Awards and Training Programs. Since the first Komen NEPA Race for the Cure® was held in 1991, more than 120,000 people have run or walked with us, enabling our Affiliate to fund \$3.7 million in local community breast health grants.

We live here! We race here! We save lives here! That is why we need your support. Please partner with us in being More Than Pink and return your sponsorship agreement by Friday, May 31st. For questions about becoming a sponsor, contact the Komen office at (570) 969-6072 or email admin.info@komennepa.org.

With sincere appreciation for your consideration,

Jill Eidenberg

Nicole Olszyk