



## INFORMATION LETTER

Dear {Name}:

On the weekend of September 12th, 2009, I will be participating in **THE WEEKEND TO END BREAST CANCER WALK**. Your generous donation will help make a difference. Last year, participants raised more than 70% of all the donations collected in this extraordinary event to support breast cancer research, education and awareness programs, and I believe that together we can have a significant impact on this effort by contributing to this great cause. I would like to ask for your support.

I will be walking with Thousands to honour survivors and remember those who have lost their battle with breast cancer. If you've donated to the cause in the past, you already know that it is an incredible weekend. If this is your first opportunity to donate, I encourage you to get involved and help make a difference.

Since 2003, over \$30 million from funds raised by the Weekend to End Breast Cancer have been allocated to The Campbell Family Institute for Breast Cancer Research.

Embassy Cards along with The Princess Margaret Hospital Foundation is proud to introduce the **2009 BOXED GREETING CARD FUNDRAISING PROGRAM** to help one of the largest fundraising events in Canada. This Boxed Greeting card fundraising program benefits the organization, participant as well as the donor. It's affordable and everyone sends greeting cards. Cards are high quality, created by Canadian artists and printed in Canada. All card sizes are folded to 5x7 inches and printed with the Weekend to End Breast Cancer Logo. The cards are boxed in elegant clear boxes and contain 15 cards and 15 envelopes.

**1 IN 9 WOMEN WILL BE DIAGNOSED WITH BREAST CANCER AT SOME TIME IN HER LIFE BASED ON LIVING TO THE AGE OF 90, AND 170 OF THE CASES OF BREAST CANCER DIAGNOSED THIS YEAR IN CANADA WILL BE MEN. WE ARE ALL AFFECTED. 20 YEARS AGO 3 OUT OF 4 WOMEN DIAGNOSED WITH BREAST CANCER DIED FROM THE DISEASE, TODAY 3 OUT OF 4 SURVIVE. WITH YOUR HELP, I WILL CONTRIBUTE TO SEEING THESE RATES CONTINUE TO IMPROVE.**

For more information please go to [www.embassycards.ca/weekend](http://www.embassycards.ca/weekend)

Please join us in helping to create a future without breast cancer. On the weekend of Sept 12th, give generously.

Sincerely,  
<insert name>