

Sunday, August 21, 2005

Dear :

With the regularity of Haley's Comet, Old Faithful Geyser in Yellowstone National Park and Punxsutawney Phil's appearance on Groundhog Day, you have been receiving an annual solicitation letter from me requesting your support for a 198-mile bicycle ride in Massachusetts to advance cancer research; this charity ride took place on the first weekend in August.



Yet, this year you received no such letter? If this has caused your neighborhood postal carrier to resign or thrown your sense of spatial and temporal balance into a tizzy, I apologize. But let me explain why this year is different from all other years.

I am proud to continue my two-wheeled support of cancer research but excitingly the beneficiary of these efforts has switched to the **Century for the Cure** ([www.centuryforthecure.com](http://www.centuryforthecure.com)) in support of **The Cancer Institute of New Jersey** ([www.cinj.org](http://www.cinj.org)).



Each year, I had been honored to ride with a good friend, Scott Glickman, who survived a 15 round battle with non-hodgkin lymphoma. Thanks in part to Scott's determination to beat this cancer, innovative medical research, a bit of luck and the dedicated professionals at **The Cancer Institute of New Jersey** ("CINJ") Scott proudly sits upon his bicycle saddle ready to ride again. I am equally as proud to ride with him.

In thanks for the outstanding work of CINJ, Scott has decided to start a ride locally to support CINJ. I am pleased to support these efforts. The CINJ performs innovative laboratory, clinical and prevention research and is a wonderful treatment center for adults and children. CINJ is one of only 39 National Cancer Institute designated Comprehensive Cancer Centers in the nation, and the only one in New Jersey. It is for their benefit that we are organizing this ride.



The charity bike ride will take place on Saturday, September 10, 2005 and start in Warren, New Jersey. The ride will be a loop of 100 miles. If you are going to be around on September 10 and would like to ride or volunteer, your efforts will be sincerely appreciated. Robin, Rachel, Sarah, and my brother Kenneth will be among the volunteers supporting the race.



I once again ask for your generous financial support.

While great strides have been made in cancer research, more work needs to be done. Personally, this past year has seen the benefits of cancer research and treatment when a close family friend has been successfully treated when her cancer came out of remission. However, one of my friend's father lost his battle with prostate cancer. Great work has been done, more great work needs to be done, and your financial support is necessary.

The bottom line is that I am participating in this ride and ask for your participation so that money can be raised for cancer research, detection, and treatment. I am asking for your help.

For your convenience, I have attached a pledge form and a self-addressed envelope. You do not have to pay now; I will organize that with you later. After the ride, I will write you a letter and let you know how it went.

I thank you for your anticipated support of this very worthy cause; any amount that you can pledge will be greatly and sincerely appreciated.

With Kind Regards,