



Peoria Celebrates...

LIVESTRONG "Double-Team" Cancer Day ° October 2, 2010

September 13, 2010

Dear Friends,

As a cancer-survivor and advocate, I know the struggles that many patients encounter along the course of their courageous battle against the disease. For various forms of cancer, many patients encounter limitations in the amount of support and advocacy that they receive. We can change that!

For the first time in Peoria history, The Lance Armstrong LIVESTRONG Foundation and Be The Match Registry have joined forces to host *LIVESTRONG Double-Team Cancer Day*. On October 2, 2010, Central Illinois will come together for a day of inspiration and celebration to support and raise awareness of the more than 28 million Americans diagnosed with cancer each year.

Here's how you ensure the success of Peoria's First Annual LIVESTRONG Day:

Attend: On October 2, 2010, from 9:00 a.m. – 1:00 p.m., come out and join The LIVESTRONG Foundation and Be The Registry for LIVESTRONG Double-Team Against Cancer Day. Take part in the LIVESTRONG pep rally, bone marrow donor registration and much more. Join us at the East Peoria Festival Building, 2200 E. Washington St. East Peoria, IL 61611.

Donate: Your generous financial gift can help to cover the tissue typing expenses needed to test and add potential bone marrow donors to Be The Match Registry. To make your donation, visit www.bethematchfoundation.org/goto/livestrongpeoria .

Volunteer: You can make a difference in more ways than one. Help us promote the event by adding the info to your Facebook and Twitter page. Stop by LIVESTRONG Day and sign-up to be part of the LivestrongPeoria Grassroots effort and visit www.livestrongpeoria.com .

Together, Peoria and Central Illinois can make a difference in the lives of millions living with cancer. LIVESTRONG, Today!

Appreciatively,
Todd Zessin
Cancer Survivor



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Double-Team Against Cancer: Take The Pledge

Thanks for your commitment to LIVESTRONG and Be The Match Registry!!

Please take a moment to confirm your level of participation in this year's LIVESTRONG Double-Team Against Cancer Day:

___ I plan to attend the First Annual LIVESTRONG Day.

___ I would like to make a donation to Be The Match Registry, in hopes of helping a patient find a bone marrow match.

___ I would like to volunteer to help with the planning of the event, raise awareness and support advocacy on behalf of the LIVESTRONG Foundation.

___ I will not be available, but am willing to help with future events.

To ensure that you are part of future events, please complete the information below:

Name: _____ Phone: _____

Mailing Address: _____ City, State, Zip _____

E-mail: _____ Facebook: _____

Donation Amount:

___ I would like to help BTM add _____ donors to the registry x \$50 = _____
(# of donors) (donation)

___ I will visit www.bethematchfoundation.org/goto/livestrongpeoria to make my donation in honor of Todd Zessin and/or my loved one.

PLEASE MAKE CHECKS PAYABLE TO: "Be The Match"