



**THE 2012  
JANA PICCOLA  
WALK 4 LOVE  
SPONSORSHIP  
& PARTICIPANT  
INFORMATION**



# RACE DAY

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**SATURDAY SEPT. 22ND**  
**START TIME: 9:00 / FUN RUN: 8:30**  
**MILL DAM PARK, MILL DAM ROAD,**  
**HUNTINGTON, NY 11743**

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## WHAT'S INSIDE

### LETS FIGHT 4LOVE

Learn about the company as well as our cause and how we are fighting pediatric cancer.

### WHY WE'RE HERE

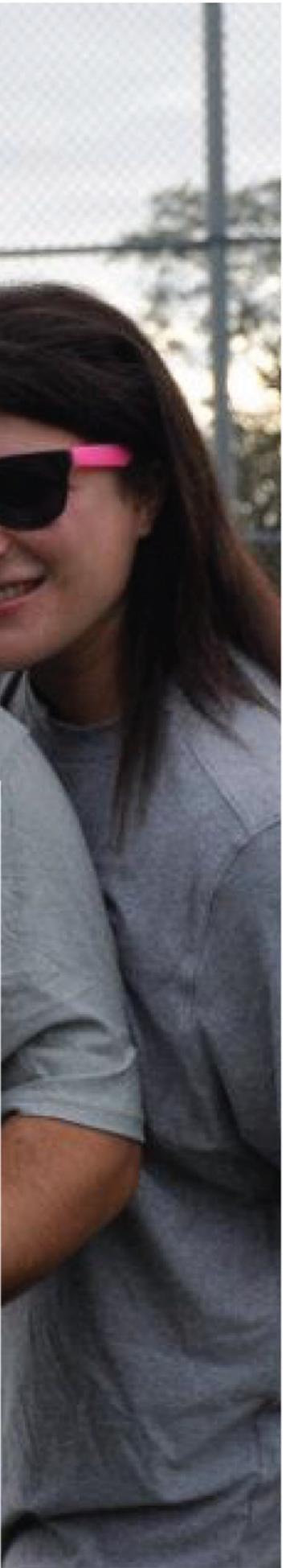
Learn a little about Jana's battle with cancer and her goal to find better treatments for children

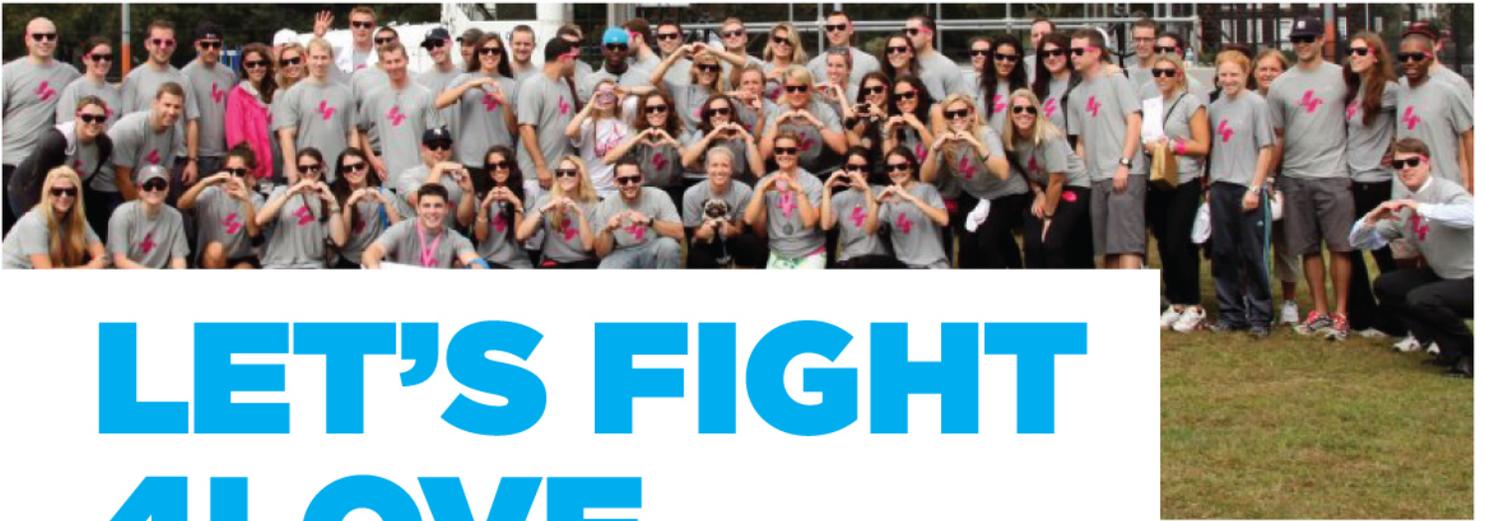
### MAKE A DIFFERENCE: BE A SPONSOR

Learn about this years sponsorship opportunities as well as alternative ways to donate.

### REGISTER & PARTICIPATE

Key raceday information, course map and mail in registration form. (You can also register at Active.com)





# LET'S FIGHT 4LOVE

**W**HEN 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 Soft Tissue Sarcoma five years prior, at age 16. During this time, her first battle with cancer, we learned that the treatments posed a risk of the cancer potentially returning. Though the chances were small, the treatments were vital and the risk was all but worth it.

Throughout Jana's battle with cancer I became her dedicated caregiver. After many hospital stays over the course of her chemo/radiation we saw the effects of cancer and cancer treatments and how they affected children first hand. This is when we realized we had to do something to make an impact, big or small we felt the need that we had to be involved. During this time we formed an organization with a mission to raise money for more advanced research and development of treatments for 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 continually raising money for pediatric cancer research in hopes of one day becoming a small part in eradicating this terrible disease that effects the lives of so many here at home and throughout the world.

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.

**CURRENTLY, ONE IN EVERY 330  
CHILDREN IN THE UNITED  
STATES DEVELOPS CANCER  
BEFORE THE AGE OF NINETEEN**

Thank you for taking the time to hear our story, we hope you will consider supporting 4Love Project 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](http://www.4LoveProject.org)



# WHY WE'RE HERE



**I** T 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.

# MAKE A DIFFERENCE: BE A SPONSOR

## 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

### EVERY DONATION HELPS

If you wish to contribute any amount

## 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. Examples of products needed are: Race-day bags, medals/awards, raffle prizes, gift baskets, pre-packaged food / water, printed materials etc, or any other products or services you care to donate

## WHERE IT ALL GOES

All donations benefit Memorial Sloan Kettering Pediatric Cancer Center. The funds raised from this event go directly to the research and development of state of the art cancer treatment options.

## SPONSOR INFORMATION

NAME (FAMILY, BUSINESS, ORGANIZATION) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

CONTRIBUTION \_\_\_\_\_

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

# REGISTER & PARTICIPATE

## START TIMES

Registration will begin at 7:30 a.m. The Fun Run will begin at 8:30 a.m. and the 5K will begin at 9 a.m.

## REGISTRATION FEES

\$20 for online pre-registration (ends 9.12.12)  
\$25 for online late registration & on-site day-of registration, \$10 for Fun Run (Ages 12 and under)

## PROCEEDS

Proceeds from the event will be donated to Memorial Sloan Kettering Pediatric Cancer Center

## T-SHIRTS

Guaranteed to all participants. Specify size in the check box below or on Active.com

## AWARDS

Awards will be given to individuals who finish with the top three overall times in each age group



COURSE MAP



# REGISTRATION INFORMATION

NAME \_\_\_\_\_ AGE \_\_\_\_\_ SEX \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

CASH    CREDIT    CHECK   SHIRT SIZE:    S    M    L    XL    RUNNING    WALKING

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