

July 24, 2009

Dear Friends and Family,

Yes, once again, the Pan Mass Challenge beckons! Despite the economic woes of our great country certain events will carry on – and for all the right reasons. I know this year could be different for many of you, and I humbly submit that the mission of the PMC to cure cancer in our lifetime is as relevant as ever. It is one of the most efficient ways to contribute to an organization that will directly or indirectly benefit someone you know who will have cancer in their lifetime. I'd like to believe we'll all be spared that possibility, but statistics suggest otherwise.

As a refresher, here are some PMC facts from the recent past:

- In 2008, the PMC donated 100 percent of every rider-raised dollar directly to the cause.
- The PMC generates half of the Jimmy Fund's annual revenue and it is Dana-Farber's single largest contributor.
- PMC funds directly affect Dana Farber's ability to develop new treatments for Cancer. Many of these advances impact Oncology practice world-wide. Thus, your donation isn't just about treatment at Dana Farber, but at your local hospital as well.
- Some 240,000 individual contributions were made in last year's fundraising campaign.
- The PMC has raised \$240 million since 1980, one donation at a time.

The PMC has grown bigger each year, and now features a series of regional "PMC Kids" rides. Ours occurred on a rainy cold Sunday in June (imagine rain/June?), and Spencer and Annika both hopped on their respective bike and trike and pedaled for an hour around a large corporate parking lot (see two pictures on back). Spencer put his head down, pedaled like mad and refused to stop for a cookie break despite our repeated offers. If you see Spencer, just don't tell him his Dad might take a few breaks during his ride ;)

In some good news, many of our immediate family's cancer battles are being won by the patients! I choose to believe that each of your contributions over the years to this event has helped generate that outcome. For this alone, I write this letter as sincere thanks for your prior contributions.

So please take a moment to complete the slip on the next page and send your tax deductible donation in the enclosed envelope, or (save a stamp) by going to www.pmc.org to make gift securely on line with a major credit card. My eGift rider code is CJ0005. The direct link for this is: <http://www.pmc.org/egifts/CJ0005>

On behalf of the PMC, ***my sincerest thanks*** for your continued support.

With sincere gratitude,

Chuck (with great support from Jody, Spencer, and Annika)

P.S. This is going out late this year, and while your prompt donation is appreciated, donations are accepted through October.

P. P.S. If you're curious, I put a few updated pictures from last year's PMC and on my personal website: www.singletrackpub.com/pmc.htm



Chuck's 2009 Pan Mass Challenge Support Return Form

Please return in the enclosed envelope. **THANK YOU!**

Yes, I/we will help:

\$35 \$70 \$100 \$200 Other _____

Checks made out to "PMC"

Name: _____

Address (if new or changing)

My employer will match my gift.

I would respond to this request just as well via
email: _____

There are 2 ways to make your tax-deductible gift

1. Please make **checks payable to "PMC-Jimmy Fund"** and send to:

Charles Johnson
53 Main Street
Atkinson, NH 03811

2. Secure website (accepts Credit/Debit Cards)

<http://www.pmc.org/egifts/CJ0005>

Your prompt reply is appreciated, but contributions can be received up to October 1, 2009

Thank you on behalf of the PMC for your contribution!!!

