

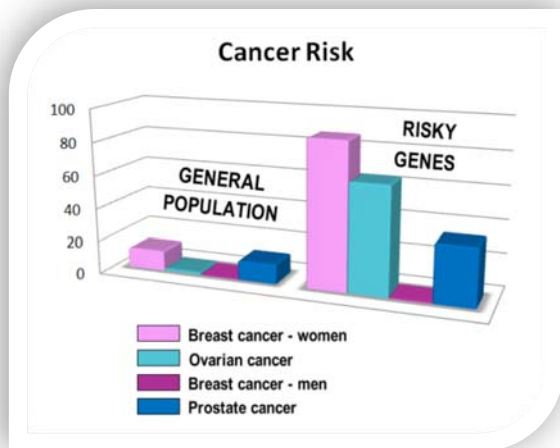


Company Manager or Director of Social Responsibility

Dear Sir or Madam:

RE: Sponsorship Request – Hereditary Cancer Fundraiser, September 28

The HBOC Society, incorporated in 2002, is a registered charity that serves those at high risk of certain types of cancer due to the presence of inherited gene mutations. **Hereditary cancer is more dangerous than spontaneous cancer.** It is diagnosed much more often in affected families, at younger ages, has a greater chance of recurrence or a second primary site and tends to be more aggressive, making it harder to treat.



You may have heard this condition referred to as hereditary breast and ovarian cancer (HBOC) syndrome, the breast cancer gene, being high risk or by one of the genes involved such as BRCA. Since these mutations can be present in any of many different genes, can be carried and passed down by both women and men and the types of cancer involved extend past **breast** and **ovarian** cancer, most notably to **prostate** cancer, we prefer the more inclusive term, risky genes.

Risky genes are far more common than was thought in the past. Over 1 million Canadians are estimated to carry risky genes, but awareness is so low that 80% of them do not know it yet, so their lives are in peril. The good news is **hereditary cancer can be caught early or prevented at a rate of up to 95%, given a risky gene carrier is aware** and has access to the

right tools. However, despite this knowledge being available for nearly 25 years, the larger cancer organizations and governments have not made hereditary cancer prevention a priority. The largest barrier to funding for this cause is the widespread public misperception it must already exist, when nothing could be further from the truth. **This cause desperately needs champions.**

We hold an annual fundraiser entitled, "Out of the Blues", which draws 250+ attendees. It features a popular local blues band, an extensive silent auction and a major prize raffle. All proceeds are in support of the Risky Genes Awareness Program, aimed at searching out the many thousands of people who do not yet know they carry risky genes to provide them with life-saving information. To learn more, visit: www.riskygenes.org or www.hbocsociety.org.

Please help us save lives by sponsoring this important event. Levels to choose from are: Gold - \$5,000+, Silver - \$2,500-4,999 and Bronze - \$1,000-2,499. All levels include complimentary event tickets, event and website logo/link exposure, as is appropriate for the level. We are happy to accept less than \$1,000 on a special mention basis. Please do not hesitate to contact me at 780-488-4262 or at mmcdonald@hbocsociety.org for more information.

Warmest regards,



Mary McDonald
Chief Executive Officer