



Dear Cure JM families and friends,

Cure JM has applied for a \$250,000 research grant in the Pepsi Refresh project. Pepsi is awarding grants monthly to organizations with “refreshing ideas to change the world”. We anticipate that Cure JM will be approved as a candidate **for the July voting period.** We will be competing against roughly 200 organizations with the goal of receiving the most votes from the general public. The top 2 ideas will receive the grant.

It is critical we get the word out about this incredible opportunity. The tough economy has made it more difficult to raise money; so this is an easy way to help. We will provide customizable emails and flyers for you to easily distribute to your network of friends, family, co-workers, etc. **The ONLY THING that your friends need to do is VOTE FOR CURE JM DAILY during the month of July.** It will only take one minute out of their day to vote...and to truly make a difference in the lives of children battling JM.

Below are suggestions on how you can spread the word:

- Email your co-workers and employee networks
- Place flyers in the company break room and ask your employer to send out a company-wide email
- Email school families (ask your principal to send out a school-wide email)
- Distribute flyers in your neighborhood
- Ask your Homeowner’s Association to send out an email
- Email your summer camp friends and sports teammates
- Use social media: email your Facebook friends, post an update on your Linked-in page, tweet about it on Twitter
- Post flyers at your local gym, coffee shop, bagel store, grocery stores, etc.

This grant would significantly help Cure JM. We must keep our research centers going so that our children can look forward to a brighter future. Thank you in advance for your help.

We will send an email on July 1st with the direct link to vote for Cure JM.

Along with this, we will include flyers and emails that you can distribute.

In the meantime, if you would like to learn more about the Pepsi Refresh Contest, go to: <http://www.refresheverything.com/>

Remember, voting starts July 1st and you can vote daily through July 31st. All family members (age 13 or older) can place their own vote!

Sincerely,

Shari Hume, Co-founder

Rhonda McKeever, Chairman