February 16, 2015

Dear Sir or Madam,

On Sunday, April 12th, from 12-3pm, the 4th annual ‘Kick It For A Cause’ event will take place at St. Lawrence University's Newell Field House. This year's cause will raise awareness for Epilepsy and honor Jadian Andrews. Jadian is a 9 year old girl from Potsdam diagnosed with Landau-Kleffner syndrome, a rare form of Epilepsy that causes a progressive loss of speech and nighttime seizures. Jadian's family have taken several trips to Burlington, VT for testing, diagnosis and continued treatment and have an upcoming trip to Boston Children's Hospital this spring. For more information on Jadian's syndrome and other forms of Epilepsy, visit www.epilepsy.com

The Kick it for Jadian fundraiser event will feature a rotating schedule of Zumba, Tabata interval workouts, and yoga (for adults AND children)! Aside from a full day of fitness, there also will be children's activities (with prizes), pizza and snacks, a 50-50 raffle and a silent auction. Along with raising money for the families travel expenses, the Andrew's family would like people to join them in raising awareness for Epilepsy through learning about the different faces of the disease.

This is where you can help...We are asking local businesses to consider supporting this event through sponsorships opportunities, donations of materials and/or a silent auction item.

Sponsorship Opportunities: Sponsorships may be monetary or made in lieu of services. For instance, if you provide food or a silent auction item in the value of $250 or $100, then your organization would be given sponsorship status and receive recognition as stated below.

❖ $100 Sponsorship: Recognition on event website, Facebook and visual recognition at Event
❖ $250 Sponsorship: Recognition on event website, Facebook and AUDIO and VISUAL recognition

Thank you for considering our request. Monetary donations should be sent in the form of a check payable to St. Lawrence University and please indicate "Jadian Andrews/Kick it for a Cause" in the Memo section. If you have any questions or for additional information, please feel free to contact me at the phone or email below. Stay informed: To stay up to date, to sponsor the event, or to make a donation to the event like the CCE’s Facebook page: www.facebook.com/stlawuce.

Sincerely,

Julie Johnson
Specialist/Events and Logistic Coordinator
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The mission of Kick It for a Cause is “To promote collaboration between St. Lawrence University and the local community and through this partnership raise awareness and money for a local child and family in need. By embracing the power of the North Country community and local college students; this event pools resources together to offer activities for people of all ages from fitness, to silent auction, and fun kid’s activities. Money raised directly benefits the family, rather than an organization, to assist with the financial and emotional strain an illness can have on a family.” Total raised to date…$20,550!