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FORCE 2009 Chat-a-thon: "48 Hours of Conversation....Thousands of Friends"

Dear Family & Friends,

I am writing to you today to ask for your support as I participate in an event of great significance to me and my family.

On January 29 – January 31, 2008, I will join hundreds of other people in a 48 hour Chat-A-Thon event to raise awareness of hereditary breast and ovarian cancer.

My participation in this event will also help raise much-needed funding for Facing Our Risk of Cancer Empowered (FORCE), the only national non-profit organization dedicated to improving the lives of individuals and families at risk for hereditary breast and ovarian cancer.

As you know, cancer has touched me and my family personally. [This paragraph is optional but may be where you want to discuss your own personal experience.]

I know from my own experience of [insert your family history here and any ways that FORCE has helped you] how critical are the services and support that FORCE provides.

Please join me in my efforts! Your donation to FORCE in my honor will help other families like mine. [You can personalize this part based on whether or not you have a firstgiving page, are attaching an envelope to the letter, or wish to send them directly to the FORCE website to donate]. To donate, visit my firstgiving page at: _____, or include your check in the envelope provided. If you would like to send a check I can provide a self addressed envelope or you can send a check, payable to FORCE at the address above. And please be sure to drop by the FORCE chat room and participate in this event by visiting www.facingourrisk.org and meet the wonderful people who are helping me raise awareness and support for those affected by hereditary cancer.

Thank you.

Name

To improve the lives of individuals and families affected by hereditary breast and ovarian cancer.

www.facingourrisk.org



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Name & Address Block

Dear:

For your opening paragraph, take the time to let the business /healthcare provide know about your connection. For example: I have been using your services for over 15 years..., § I have been shopping at store name forAs a leader in the Philadelphia business community, I ask you to take a step to join others from our community in supporting an important upcoming event.

On January 29 – 31, 2009 you can join me and hundreds of others in the annual Facing Our Risk Chat-a-thon. This 48-hour, “around-the-click” online event is presented by Facing Our Risk of Cancer Empowered (FORCE), the only national non-profit organization dedicated to improving the lives of individuals and families at risk for hereditary breast and ovarian cancer. This virtual event raises awareness of hereditary breast and ovarian cancer. Your support of this event will also help raise much-needed funding for FORCE.

Personal note on why are you doing this.

Over a million people in the United States carry a mutation which increases their risk for cancer. Most of these people are unaware of their risk. The lifetime cancer risk for someone with a hereditary mutation may be as high as 90%.

I'm contacting you to ask for your support in the form of a tax-deductible donation. Donations of \$100 or more will be recognized on my Firstgiving page and on the FORCE website which receives over 70,000 visitors-per-month).

\$100 Supporter Level: We will list your business on our page as a Supporter.

\$250 Patron Level We will list your business with contact info and a link to your website.

To donate now, visit my page at www.firstgiving.com/force (INSERT YOUR PAGE URL)

Click on these links for more info on FORCE: [FORCE \(www.facingourrisk.org\)](http://www.facingourrisk.org)

Thank you in advance for your support. Across the country people like me are counting on your support!

Sincerely

NAME

To improve the lives of individuals and families affected by hereditary breast and ovarian cancer.

www.facingourrisk.org

For Release 9 a.m. EST

January 2, 2009

Local woman chats around-the-clock to raise money and awareness for hereditary cancer

YOUR CITY – January 2, 2009 -- Most people have heard of a walk-a-thon, and a telethon, but how about a chat-a-thon? This January, [your name], a resident of [your city] will participate in a virtual, online event to raise awareness of hereditary cancer.

Facing Our Risk of Cancer Empowered (FORCE), a national nonprofit organization devoted to people affected by hereditary breast and ovarian cancer will hold its Eighth annual chat-a-thon on-line from January 29-31, 2009. During these two days the FORCE online chat room will stay open round the clock, staffed by members and volunteers ready to share their stories, answer questions and chat with old friends. The event also raises funding to help FORCE educate and support families at risk for hereditary breast and ovarian cancer.

According to Sue Friedman, Executive Director of FORCE, “Since Christina Applegate announced that she has a BRCA mutation, we have seen more awareness of hereditary cancer and increased numbers of people are visiting our site for credible information and support. The chat-a-thon will help promote awareness about FORCE, genetic counseling and testing and the hereditary link between breast and ovarian cancer.”

When [your name] learned that cancer ran in her family, [insert your situation here] she turned to the organization for information and support. [insert how FORCE helped you].

Sue Friedman conceived of the term and concept “chat-a-thon” in response to the challenge connecting and fundraising with a national community. “We wouldn’t be able to do this without our tremendous on-line community, Friedman notes. Our website has thousands of members from across the globe. Our members in Australia are particularly helpful for the late-night shifts.”

When asked who participates in a chat-a-thon and what is discussed Friedman commented, “People just drop by to chat, share experiences with cancer, catch up with friends, and chat about the weather. Where else can you connect with others and raise money while wearing pajamas and not even leaving home”.

The event begins on January 29, at 11:59 p.m. (one minute after midnight) ET and ends on January 31 at 11:59 p.m. ET.

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FORCE is the only national nonprofit organization devoted to improving the lives of individuals and families affected by hereditary breast and ovarian cancer. The FORCE community includes survivors of these cancers and women at high risk due to a genetic mutation or family history. FORCE promotes information, education and awareness through its events, programs and web site (www.facingourrisk.org).

For more information, press only:

(Your name), (Phone Number), (Email Address)

For more information on FORCE: Facing Our Risk of Cancer Empowered, please visit www.facingourrisk.org or our chat page; http://www.facingourrisk.org/FORCE_community/chat-a-thon.html