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Lung Cancer Research Foundation  
800 Third Avenue, 4th Floor  
New York, NY 10022



3 mile fun run walk  
to benefit lung cancer research  
Southampton, New York

4TH 2009 ANNUAL

Register online at [www.lungfund.org](http://www.lungfund.org)

Photos courtesy of Alex Verhave Photography and Blanche Williamson Photography



3 mile fun run walk  
to benefit lung cancer research  
Southampton, New York

4TH 2009 ANNUAL

Sunday, August 23, 2009  
9:00 am

The Cultural Center at Pond Lane & Jobs Lane  
Southampton, New York



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Christy Turlington Burns, Honorary Chairman  
&  
Rosanna Scotto, Master of Ceremonies  
Co-Host, Good Day New York



"The Strides event for me means hope, courage and the ability to give strength to those going through the battle of lung cancer. Each year that I walk is another year that I survived."

Lorette Pucylowski  
Lung Cancer Survivor

THE ROAD TO RESEARCH BEGINS HERE!



LUNG CANCER RESEARCH FOUNDATION®  
Dedicated to Discovery

## Who We Are:

The Lung Cancer Research Foundation (LCRF) was founded in 2005 to support national research studies and activities focused on developing innovative strategies for better treatments, screening, and prevention of all cancers of the lung. We work to help stimulate and advance the pace of research across the country and to serve those whose lives have been affected by this life-threatening cancer.

## Proceeds from Strides for Life:

All proceeds from the 4th Annual Strides for Life will support critical lung cancer research. In the past 3 years, Strides for Life has raised over \$1.3 million and as a result LCRF has funded 15 research grants throughout the country. These projects emphasize the biologic origins of lung cancer, future targets for therapy, gene therapy, genomics, the development of potential new drugs, as well as prevention and epidemiologic studies.

## Lung Cancer Facts:

- Lung cancer is the leading cause of cancer death in both men and women worldwide.
- It is estimated that there will be 215,020 new cases of lung cancer annually in the United States alone.
- 161,840 people die each year from this devastating disease.
- Lung cancer is seriously under-funded. The nation's research investment in lung cancer lags dramatically behind funding for other cancers.

Register online at [www.lungfund.org](http://www.lungfund.org)

## Race Day Schedule

STRIDES FOR LIFE 3 Mile Fun Run/Walk  
Sunday, August 23, 2009

7:00-8:30 a.m.	Pre- Registration Bib Pick Up and Event Day Registration Begins <i>The Cultural Center – 2 Pond Lane</i>
9:00 a.m.	Official Start Time – Rain or Shine <i>Starting Line</i>
9:20 a.m.	Gift Bag Pick-Up Begins <i>The Cultural Center</i>
10:15 a.m.	Children's 50-Yard Dash <i>On the Green</i>
10:30 a.m.	Finish Line Presentations and Awards <i>The Cultural Center</i>

Breakfast Snacks Courtesy of Golden Pear Café

## How to Register

You can register by completing this form and mailing to: Lung Cancer Research Foundation, 800 Third Avenue, 4th Floor, NY, NY 10022 or register online at [www.lungfund.org](http://www.lungfund.org)

## Race Day Details

### REGISTRATION FEES

\$35 per adult through Sunday, August 16th  
\$40 per adult after Sunday, August 16th  
\$15 per child (18 and under)

- ★ **PRE-REGISTRATION:** Ends on Wednesday, August 19th. After the 19th a participant must register on race day, however donations will still be accepted online at [www.lungfund.org](http://www.lungfund.org)

**RACE DAY AWARDS:** Official times are not recorded. The following categories will receive an award:

- Adult Male
- Adult Female
- Youth Male (under 18)
- Youth Female (under 18)
- First Team to cross finish line

**RACE DAY TRIBUTE SIGNS:** Pick up a tribute sign to wear in support of or in memory of loved ones affected by lung cancer.

- ★ **GIFT BAGS:** The first 500 registered participants will receive a Strides T-shirt and gift bag, so register early.

**CHILDREN'S 50-YARD DASH:** The Children's 50-Yard Dash is free of charge and is for children ages 2-10.

**GENERAL INFORMATION:** Race course travels around Lake Agawam in Southampton, NY.

## SPONSORSHIP OPPORTUNITIES

### Platinum Mile Sponsors \$50,000

- Year-round logo/name on Lung Cancer Research Foundation website and on race day website
- Link to Sponsors website (if desired)
- Listing on all race day signage, registration forms, t-shirts
- Listing in all media materials
- Opportunity to receive a prominent booth at the event
- Opportunity for placement in the gift bag
- 20 invitations to pre-event cocktail party and 20 entries into the run/walk
- Mention in race day announcements

### Pace Setter Sponsors \$5,000

- Logo/name on race day website
- Listing on all race day signage, registration forms, t-shirts
- Listing in selected media materials
- Opportunity for placement in the gift bag
- 6 invitations to pre-event cocktail party and 6 entries into the run/walk

### Golden Mile Sponsors \$25,000

- Year-round logo/name on Lung Cancer Research Foundation website and race day website
- Link to Sponsors website (if desired)
- Listing on all race day signage, registration forms, t-shirts
- Listing in all media materials
- Opportunity to receive a prominent booth at the event
- Opportunity for placement in the gift bag
- 15 invitations to pre-event cocktail party and 15 entries into the run/walk
- Mention in race day announcements

### Single Stride Sponsors \$2,500

- Logo/name on race day website
- Listing on all race day signage, registration forms, t-shirts
- Listing in selected media materials
- 4 invitations to pre-event cocktail party and 4 entries into the run/walk

### Starting Line Sponsors \$1,000

- Logo/name on race day website
- Listing on all race day signage, registration forms, t-shirts
- Listing in selected media materials
- 2 invitations to pre-event cocktail party and 2 entries into the run/walk

### Silver Mile Sponsors \$10,000

- Logo/name on race day website
- Listing on all race day signage, registration forms, t-shirts

The Lung Cancer Research Foundation is a registered not-for-profit organization under section 501(c)(3) of the IRS code.

The Federal Tax ID number is 14-1935776.

## SPONSORS

Thanks to the generosity of our sponsors, 100% of their contributions to Strides for Life will directly benefit lung cancer research

### PLATINUM MILE



### SILVER MILE

Laurie and Bill Carson  
The Palin Family  
Kimberly and Jonathan Schulhof

Lynne Tarnopol  
Michele and Jerry Wolkoff & Family

### PACE SETTERS

Bandier Family Foundation  
Elaine Turner Cooper Foundation

mdskincare  
Mary and Garrett Moran

### SINGLE STRIDE

columbiahouse  
DIRECT BRANDS INC.  
Dylan's Candy Bar

Peter Eliel/The Meno Lissauer Foundation Inc.  
Arthur Indursky  
Ellen and Howard C. Katz  
Lorette and Carl Pucylowski  
Elizabeth Ross  
Skip's Clothing Company

### STARTING LINE

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New Mountain Capital  
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Jill and Sandy Sirulnick

the golden pear Cafe  
gubbins  
the 32 snack factory

### MEDIA AND SUPPORTING SPONSORS



List in formation as of July 2, 2009

## PLEDGE FORM

Invite your friends to help you raise funds for critical lung cancer research. Ask them to make a pledge for Strides for Life by completing the form below.

Name of Strides Participant: \_\_\_\_\_

Address: \_\_\_\_\_

### SUPPORTERS

Name \_\_\_\_\_ Amt. \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Amt. \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Amt. \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Amt. \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Amt. \_\_\_\_\_

Address \_\_\_\_\_

**GRAND TOTAL PLEDGES** \$ \_\_\_\_\_

Checks can be mailed to the LCRF office prior to the event or brought on race day.

Please make checks payable to LRCF and mail to:  
800 Third Avenue, 4th Floor, NY, NY 10022

Additional pledge forms are available at [www.lungfund.org](http://www.lungfund.org)



## REGISTRATION FORM

### ADULTS - \$35 per adult; \$40 after Sunday, August 16th

Name \_\_\_\_\_ Amount \_\_\_\_\_

Name \_\_\_\_\_ Amount \_\_\_\_\_

Name \_\_\_\_\_ Amount \_\_\_\_\_

Name \_\_\_\_\_ Amount \_\_\_\_\_

QTY \_\_\_\_ X Amount = \$ \_\_\_\_\_

### CHILDREN - \$15 per child (18 & under)

Name \_\_\_\_\_ Age \_\_\_\_\_ Amount \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Amount \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Amount \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Amount \_\_\_\_\_

QTY \_\_\_\_ X Amount = \$ \_\_\_\_\_

### JOIN/Form A TEAM - \$35 each team member; \$40 after Sunday, August 16th

Team Name \_\_\_\_\_

Team Captain \_\_\_\_\_

Team Member Name \_\_\_\_\_ Amount \_\_\_\_\_

Team Member Name \_\_\_\_\_ Amount \_\_\_\_\_

Team Member Name \_\_\_\_\_ Amount \_\_\_\_\_

Team Member Name \_\_\_\_\_ Amount \_\_\_\_\_

QTY \_\_\_\_ X Amount = \$ \_\_\_\_\_

**SUBTOTAL \$** \_\_\_\_\_

### TOTAL SUGGESTED DONATION \$

\* A suggested donation of at least \$50 per registrant is requested, which can be paid by the participant or raised from outside pledges.

I am unable to participate, but wish to make a contribution \$ \_\_\_\_\_

**GRAND TOTAL \$** \_\_\_\_\_

### Children's 50-Yard Dash is free of charge and is for children ages 2-10.

Please register below:

Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Please make checks payable to LCRF and mail to:  
800 Third Avenue, 4th Floor, NY, NY 10022

## PAYMENT INFORMATION

Name: \_\_\_\_\_

Age: \_\_\_\_\_ Sex: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

I AM A LUNG CANCER SURVIVOR

CHECK (made payable to the Lung Cancer Research Foundation)

CREDIT CARD (Billing address above must match credit card):

AMEX  MC  VISA

Card No: \_\_\_\_\_

Exp: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

### DOUBLE YOUR DONATION

Please check with your employer to see if your gift can be matched through your company's Matching Gift Program.

### WAIVER MUST BE READ AND SIGNED WITH ENTRY

I intend to participate in the "Lung Cancer Research Foundation Strides for Life" run/walk to be held on Sunday, August 23, 2009, in Southampton, New York (the "Event"). I agree to the following:

1. I represent that I will be at least 18 years old on the day of the Event or will have a parent, legal guardian or responsible adult present with me at the Event.

2. I represent that I am physically and medically able and properly trained to participate in the run/walk, which is a course of 5 kilometers with minor uphill and downhill grading, on a potentially hot summer day. I acknowledge that participating in the Event may subject me to unintended contact with participants, spectators or other persons, adverse weather conditions (including heat, humidity and/or rain) or adverse course conditions (including slippery surfaces, road holes or obstacles). I understand that any of the above could result in illness, injury and/or property loss. I represent that my participation in the Event is voluntary and with full knowledge of the above risks.

3. I acknowledge that I am responsible for my own safety at all times during the Event. I accept full responsibility for obeying all rules of the Event, including those relating to traffic and safety. I understand that the Foundation has the right, but not the obligation, to remove me from the Event at any time if I disturb or present a safety hazard to others.

4. I agree and consent to permit emergency treatment to be administered to me if I suffer any injury or illness while participating in the Event.

5. I represent that I have sufficient resources to cover (or have adequate insurance to cover) the costs of any injury or damage I may incur or may inflict upon others while participating in the Event.

6. I release, discharge, indemnify and agree not to sue the Foundation and all persons acting on its behalf from any and all claims, liabilities, costs or expenses relating to my participation in the Event.

7. I consent to and waive all rights regarding the use and publication by the Foundation of my name (first name only), image, likeness, voice, and biographical information in any materials created or distributed by or on behalf of the Foundation to advertise or promote the Event or the Foundation.

8. I understand that my admission fee for the Event is non-refundable to me, even if I am unable to participate in the Event.

I certify that I have read and understand this agreement and agree to be bound by the above terms.

Signature \_\_\_\_\_ Signature of Parent or Guardian if under 18 \_\_\_\_\_ Date \_\_\_\_\_