



2012 Carol M. Baldwin Breast Cancer Fund Raiser

Letter to potential **"SAVE THE PEAKS"** race sponsors/celebrity participants

Dear \_\_\_\_\_,

We at Labrador Mountain, YNN, and Y94FM want to challenge you to join us to **"SAVE THE PEAKS"** to benefit the Carol M. Baldwin Breast Cancer Research Fund of CNY, Inc. We are inviting our media, other organizations, and colleagues throughout Central New York and beyond to organize a team to participate in an [amateur] ski race to be held on Saturday, February 18, 2012 in Truxton, NY. All proceeds will benefit one of the most deserving organizations in New York State. **The Carol M. Baldwin Breast Cancer Research Fund of CNY, Inc.** is dedicated to finding a cure for breast cancer by providing the funding necessary to allow researchers to learn more about this disease. Over \$1.5 million has been raised to provide grants to researchers at Upstate Medical University for **The Carol M. Baldwin Breast Cancer Research Fund of CNY, Inc.** and over \$4.5 million has been raised downstate to provide grants to the Stony Brook University Medical Center for **The Carol M. Baldwin Breast Cancer Research Fund, Inc.**

To participate in this fun and worthwhile event each organization will sponsor a race team (ski, snowboarder, tellmark) comprised of a breast cancer survivor or member of the Labrador Mountain Ski Patrol, or Labrador Mountain Ski/Snowboarder Instructor and, this is where you come in, a celebrity skier. You can help us by recruiting a celebrity skier who would... Sponsorship of each team by.... The race will pit two teams at a time head-to-head giant slalom course .... (FUN 4 ALL).

Last year Winner's and Bragging rights go to the **"RED APPLE TEAM w/ local celebrity Doug Logan"**.

We hope you will consider participating in this event.

For additional information, please contact Rick Bunnell at 607-842-6204 (Labrador Mountain) or e-mail [rbunz@aol.com](mailto:rbunz@aol.com) Jacqueline Keuchler at 617-913-5922 or email [Jaruke@gmail.com](mailto:Jaruke@gmail.com) and/or Eric Shaffer at 315-476-3000 ext. 2280 or [email eshaffer@cxtec.com](mailto:eshaffer@cxtec.com).

Sincerely,

The Caring Team at Labrador Mountain