

October 15, 2009

Dear Coach,

1 in 2 men and 1 in 3 women will be touched by cancer.

It is with this urgency that I have joined forces with the American Cancer Society's Coaches vs. Cancer program. It is also why I am asking you to join our team along with thousands of other college and high school coaches nationwide.

Coaches vs. Cancer is a collaboration between the American Cancer Society and the National Association of Basketball Coaches that empowers coaches, their teams, and their communities to join the fight against cancer. Since its inception in 1993, high school and college coaches across the country have raised over \$45 million to help the Society:

- Fund groundbreaking cancer research
- Provide up-to-date cancer information and education
- Advocate for public health policies that benefit the community and provide free local programs that improve quality of life for patients and their families.

**We would like to invite you to join our team of nearly 2,000 coaches nationwide, by selecting any home game during Suits and Sneakers week, January 25<sup>th</sup> – 31<sup>st</sup> to participate in whatever way possible to raise awareness and improve cancer education in partnership with the American Cancer Society.**

Your commitment to joining Coaches vs. Cancer would make a real impact in the lives of those touched by the disease. We need your support to continue the Society's mission to eliminate cancer as a major health problem. Participating in Coaches vs. Cancer is fun, and it teaches players and other students in your school valuable charitable and character-building lessons as well. You have already received information from the NABC and CvC partner Hoop It Up regarding ways that you can participate and get involved. If you are interested in participating in Coaches vs. Cancer in any way I encourage you to reach out to the American Cancer Society using the steps below.

**It's also easy...**

- Step 1: Fax the enclosed Coaches vs. Cancer Participation Form to Sean Meyerhoffer, American Cancer Society, Coaches vs. Cancer at **303-759-1615**. An ACS staff person will follow up with you directly regarding your request and provide a Coaches vs. Cancer "Game Day Kit" for your school.
- Step 2: After receiving the kit, determine how your school would like to participate.
- Step 3: Share with your ACS Staff partner the information and resources you need to succeed
- Step 3: Execute your game plan and join the fight to beat cancer!

If you have any questions, or would like more information, please do not hesitate to contact Sean Meyerhoffer at 720-524-5492 or by e-mail at [sean.meyerhoffer@cancer.org](mailto:sean.meyerhoffer@cancer.org). Thank you in advance for your support and best wishes for a great season!

Sincerely,

Steve Alford  
Head Coach Men's Basketball

Donald Flanagan  
Head Coach Women's Basketball