



Date

Name of Store Director

Address of Store Director

Dear Name of Store Director

On behalf of Alex's Lemonade Stand Foundation for childhood cancer research, I want to personally thank you for Hy-Vee's generous contribution to our Kansas City effort for Alex's Lemonade Stand and for helping us to make the stand a success.

Alex's Lemonade Stand Foundation (ALSF) grew out of the front yard lemonade stand started by Alexandra "Alex" Scott – a childhood cancer patient. In 2000, at the age of 4 Alex opened her first annual lemonade stand with high hopes of raising money for pediatric cancer causes, specifically research into a cure for all types of childhood cancer. Alex passed away in 2004, but her legacy continues.

Adults and children have been inspired by Alex's giving spirit. People from all walks of life have joined in to continue the fight against childhood cancer – one cup at a time – by setting up their very own Alex's Lemonade Stands and Events in their community. Here in the Kansas City area, each individual Hy-Vee has been a very generous corporate partner in our efforts.

The lessons learned from holding a simple lemonade stand to support Alex's Lemonade Stand Foundation is simple but powerful. Every person can make a difference in the world. Alex Scott did and our stand has shown that the rest of us can too.

Thank you again for all of your support of our local endeavor to raise much needed funding for childhood cancer research through Alex's Lemonade Stand Foundation.

For information about Alex's Lemonade Stand Foundation, please visit www.alexlemonade.org or call toll free 1-866-333-1213. For more local information, you can contact the Kansas City area coordinators: Mark and Cheryl Mozer at 816-224-8709.

Your support has been vital for a cure and we sincerely thank you!

Sincerely,

Team Leader name