



Spring 2006

Alex's Lemonade Stand Foundation

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About Alex's Lemonade Stand Foundation:

Committed to finding a cure for childhood cancer, Alex's Lemonade Stand Foundation was founded by a 4 year old cancer patient named Alexandra "Alex" Scott. Despite the fact that Alex fought her own deadly cancer for 7 1/2 years, she started a fundraising movement in her front yard by selling lemonade for childhood cancer. She died in 2004 at the age of 8, knowing that she had raised almost a million dollars to find a cure for other children.

Alex's Lemonade Stand

FOUNDATION



Fighting childhood cancer, one cup at a time

Remembering Alex

Dear Friends of Alex's Lemonade Stand,

It is hard to believe that this year marks the 6th year since Alex first set up her lemonade stand in our frontyard back in 2000. Her simple but heartfelt idea — raising money by selling lemonade — has taught us valuable lessons about life, love, and the generosity of others.

Alex and her older brother, Patrick set up a little plastic picnic table in our front yard and, with a small plastic pitcher of lemonade, they set out to change the world! People came from all over, with smiles, with tears, with stories, but they all shared Alex's simple wish — to help children with cancer. That night, as four year old Alex lay in bed exhausted from the day, she said "This was the best thing that has ever happened to me." What happiness she felt knowing that so many people cared about kids with cancer.

As we head into lemonade season 2006, we are confident that Alex would be filled again with happiness to see that so many people continue to care about kids with cancer. This year alone, Alex's Lemonade Stand Foundation will award millions of dollars in research grants and we will celebrate the spirit of volunteerism with our theme for Lemonade Days "United Stands of America".

We are in awe of the generosity of all of you who have helped Alex's simple but heartfelt idea grow from our frontyard into Alex's Lemonade Stand Foundation. Together we are making a difference for children with cancer — something we can all feel happy about.

With love and gratitude, Liz and Jay Scott



Save The Date: Lemonade Days 2006

June 9th, 10th, & 11th

United Stands of America



It's Easy

You can host an Alex's Lemonade Stand in your community, your school, your workplace, or anywhere!

Simply Register at www.alexslimonade.org

It's Fun

Our theme for 2006: **UNITED STANDS OF AMERICA**

We are asking everyone to stand united against childhood cancer -- with a goal of 10,000 volunteers working at over 2000 Alex's Lemonade Stands coast to coast.

It's Important

Lemonade Days grew out of Alex's front yard lemonade stand and is now a national fundraising and awareness event.

In 2005, this event raised over \$1 million to fight childhood cancer — one cup at a time!

So many ways to make a difference

Make a Donation:

Donating to Alex's Lemonade Stand Foundation is easy. You can donate online, by phone, or through the mail.

Hold a lemonade stand:

Spring is here and now is the time to plan your lemonade stand. It is a great way to get your school, your kids, your grandkids, your co-workers, and your community involved in this meaningful cause. A perfect way to make the most of any beautiful day!

Remember a loved one:

Tribute Lemonade Stands are a special way to remember a loved one. You can invite friends and family to come out and toast someone special (with lemonade, of course!) while supporting a meaningful cause.

Make an Honor Donation:

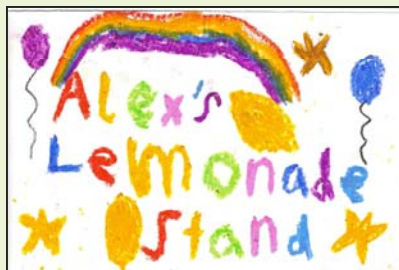
Here are some of the special occasions that have contributed to Alex's Lemonade Stand: Birthdays, Weddings, Graduations, Mitzvahs, and anniversaries.

Fundraise Online:

We have great new ways to fundraise online, including creating your own Alex's Lemonade Webpage at www.firstgiving.com/alexslimonade and by auctioning your items on eBay. Check out our website for more information.

For more information about making a difference go to:
www.alexslimonade.org
or Call 1-866-333-1213

Thank you for writing.



"I think this is wonderful that kids have a chance to help other kids! I am planning to have an Alex's Lemonade Stand for my 12th b-day. I think it will be a blast!"

S.M. Lincoln, NE



"My wife sent me the one of the articles written about Alex and it turned me, a Marine of 15 years, inside out. What a wonderful child!!!!"

D. S. Fredericksburg, VA

We love your letters!

"I am 10 years old and my friend and I were very moved by what we read and saw. She is very inspiring to everyone. I am so happy to know that my cousin sells lemonade for her at basketball games...I will try to get my school involved with Alex's Lemonade Stand."

Megan, New Jersey

Big News

Rita's Water Ice - Coming in July

Rita's Water Ice is celebrating July as Alex's Lemonade Stand month. They will rename their lemon ice to Alex's Lemonade Ice and are asking customers to donate at Rita's all month long. www.ritasice.com

Big O Tires—Way to GO!

Big O Tires has pledged \$50,000 to Alex's Lemonade Stand in 2006 and are encouraging fundraising in all 560 stores. www.bigotires.com

Volvo For Life Days

Driving to success

In October Volvo Retailers across the country participated for the second year in the Volvo For Life Days.

During this week long event, retailers set up lemonade stands and donated \$20 for every test drive. The Volvo For Life Days raised over \$150,000 to help kids with cancer at hospitals across the country. www.volvoforlifeawards.com



Every Girl Can Make a Difference!

Playtex Products has created the "Every Girl Can Make A Difference Campaign" in partnership with us. Inspired by Alex, they are encouraging young college women to make a difference by holding their own Alex's Lemonade Stands. Playtex has pledged to match up to \$75,000 of all donations raised through the campaign. For details go to: www.girlsmakeadifference.com

Childhood Cancer Research — How your donations make a difference

We are committed to eradicating childhood cancer by providing critical funding for research. Thanks to *you*, in May 2006 Alex's Lemonade Stand Foundation will award millions of dollars in grants to hospitals around the country. Our grants focus on:

Pediatric Oncology

Translational Research Awards

These grants provide funding for support personnel who speed up the process of enrolling children with cancer in clinical trials.

Innovation Awards

These grants provide important funding designed for experienced investigators with a novel and promising approach to finding causes and cures for childhood cancers.

Young Investigator Awards

These grants are designed to fill the critical need for start up funds for new researchers and physicians to pursue promising research ideas.

"We must give these children both the love and support they need today and the possibility of a cancer-free tomorrow."

Dominique and Zoë,
parents of Lorenzo Rissolo.

In Loving Memory of Lorenzo Rissolo

January 14, 2003—May 21, 2004

Lorenzo "Enzo" Rissolo was diagnosed with neuroblastoma, the same aggressive childhood cancer as Alex, at just 9 months of age. Despite his pain and the vicious nature of his cancer, Enzo greeted each day with a smile and was full of laughter.

His life was short but his inspiration and memory remain in the hearts of all who met him and instantly loved him.

Enzo's parents believe that we can all play a part in finding a cure for other children with cancer — we need to give them every chance to live. On May 21st, they will mark the two year anniversary of Enzo's passing with a tribute lemonade stand in Balboa Park, California to celebrate his life and inspiration.



Kids Helping Kids

Rival Middle Schools Come Together to Support ALSF.

Rival schools, Paxton Hollow and Haverford Middle Schools in Pennsylvania, brought 2000 kids together to support Alex's Lemonade Stand Foundation through their annual "Potter Cup" event. An impressive event hosted by teachers and students included a pep-rally, dance squad, wrestling, boys' and girls' basketball and a head shaving. Together they raised \$35,000. WOW!

Featured Lemonade Stand— St. Vincent's Cathedral School

The 4th grade class at St. Vincent's Cathedral School in Bedford, Texas has chosen Alex's Lemonade Stand Foundation for their community service project as a way to learn to work for others.

"Thank you for continuing Alex's work," said Susan Hoermann, fourth grade teacher, "The children this year are especially interested in the project, and the parents have been extremely supportive and are even selling lemonade at the carpool line in the afternoons. I think the life lessons they learn are very valuable to their future development as adults". They have raised almost \$1000 for Alex's Lemonade Stand. Thank you, friends at St. Vincent's!



Cherry Hill High East Students Turn Cafeteria into Coffeehouse Fundraiser, Raising over \$8,300.

Students at Cherry Hill High School East in New Jersey put together 20 acts— student rock bands, poets, singing, dancing and theatrical performances—to raise money in honor of their classmate, Max Levine. Max, 14, has battled cancer for four years. Max's great disposition and optimism inspired his sister Sarah, and friends to put their talents together to raise funds for a fundraiser that could end up helping Max and other children with cancer.

We are inspired by their enthusiasm.

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one cup at a time.

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Alex's Lemonade Stand Foundation is a
501c3 public charity.



Please join us...
The Lemon Ball
January 20, 2007

Honoring Mr. Billy King, President
and GM of the Philadelphia 76ers
for his commitment to
Alex's Lemonade Stand.

*The Park Hyatt Bellevue
Philadelphia*



GIFT SHOP

◆ Alex and the Amazing
Lemonade Stand, a book
about Alex's story written
by parents Liz and Jay
Scott, and illustrated by Alex's aunt,
was recently awarded a Mom's
Choice Award. This 32 page illus-
trated hardcover children's book tells
Alex's story in an upbeat way and is a
great teaching tool for parents and
teachers. Get your copy at your local
bookstore or at our online gift shop.

Planning a stand? Check out the Alex's
Lemonade Stand Kit — a great way to
get started on your fundraising for
Alex's Lemonade Stand Foundation.
Available in stores and online.

Visit our gift shop online, your source
for Alex's Lemonade Stand gear.

A&P Family of Supermarkets

Holding more than 350 Lemonade Stands!

A&P Family of Supermarkets which includes SuperFresh, Waldbaum's, Food Emporium, Farmer Jack, and Food Basics will again host Alex's Lemonade Stands in over 350 supermarkets during Lemonade Days 2006.

On June 9th, 10th, and 11th, A&P employees will serve Country Time's special label Alex's Lemonade Stand Lemonade to customers in return for donations. Last year the A&P Family of supermarkets raised over \$130,000 during Lemonade Days 2005.

Visit www.aptea.com for stores near you.

Volunteer Spotlight

Jen Haines and Maggie Wright

Since the first day in our office, volunteers Jen Haines and Maggie Wright have given hundreds of hours to keeping our file room in order. They arrive with a passion for their work and are truly committed to our mission of helping children with cancer. Our office is more efficient and organized because of their willingness to give their time and talents.

Thanks for all you do Jen and Maggie —
you are making a difference!



Maggie and Jen

Founding Sponsors:

Volvo Cars

Iams Pet Foods & BJ's Wholesale Clubs

With Major Support from:

A&P Family of Stores

Applebee's

Country Time

ElyseRyan Jewelry

Playtex Products

Rita's Water Ice

SPECIAL THANKS TO OUR PRO BONO SUPPORTERS:

Morgan Lewis, Attorneys at Law

Comcast Sports Network

CN8 Comcast

Jenny Grace – Voice Over Talent

Lansdale Video Repair

Lightspeed Group

LevLane Advertising

Maja Studios

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