

# Alex's Lemonade Stand



For childhood cancer

January 2005

*An incredible life,  
A lasting legacy...*



*It is challenging to express how truly grateful we feel while at the same time convey our profound sadness at the loss of our precious Alex on August 1, 2004.*

*We are extremely appreciative of the outpouring of support that we have received for Alex's cause. It still amazes us to think of how many people have been inspired by Alex's giving spirit -- in 2004 there were over 1000 Alex's Lemonade Stands held across the country. Additionally, thousands of donations have poured in from around the world -- all to help Alex in her quest to find a cure for all children with cancer.*

*The lesson that children and adults everywhere learn from Alex's life is simple but powerful -- every person can make a difference in the world. We are proud to say that Alex has become a role model to people everywhere; her courage, her determination, her desire to help others when she was extremely ill herself, and her contagious love of life teach others about living and loving their own lives.*

*Alex's goal for 2004 was to raise \$1 million for childhood cancer; thanks to the generous support of people from all walks of life and companies from coast to coast, she knew that she would reach and surpass that goal. We are thrilled to report that donations to Alex's Lemonade Stand for Childhood Cancer exceeded \$1.4 million in 2004!*

*We live each day with a bittersweet mixture of great sadness over Alex's death combined with great joy over Alex's life. We know that Alex's life and memory will live on in our hearts, our children's hearts, and their children's hearts. We take comfort in the fact that Alex's legacy will live on for years to come in the hearts of those who embrace her cause. **We are committed to Alex's Lemonade Stand and her dream--finding a cure for all children with cancer, one cup at a time.***

*Thank you for your support, your kindness, and your commitment to Alex's Lemonade Stand for Childhood Cancer Research.*

*Gratefully yours,*

*Liz and Jay Scott*

**Save the date...**  
**June 10 - 12, 2005**  
**Alex's Lemonade Stand Days.**

Calling all kids, families, clubs, schools, and businesses to help keep Alex's dream alive- It's easy, it's fun, and it helps kids with cancer.

Find out how to participate in this meaningful event and other volunteer opportunities at

[www.alexlemonade.com](http://www.alexlemonade.com)

**\$5 million in 2005!**

It is no surprise that Alex had big plans for her lemonade stand in 2005.

She announced that since she would raise a million for childhood cancer in 2004, she would raise a "gazillion" in 2005.

Her brother Patrick was quick to convince her to agree to a "real number"... and in true Alex spirit, she set the ambitious goal of raising \$5 million in 2005.

**That's a lot of lemonade!**

*Special thanks to our  
Founding Sponsors*

**Volvo Cars  
and  
Iams Pet Foods  
&  
BJ's Wholesale Clubs**

[www.alexlemonade.com](http://www.alexlemonade.com)

333 E. Lancaster Avenue #414,

Wynnewood, PA 19096

# Fighting childhood cancer, one cup at a time.

Lemonade..  
Sweet lemonade!

Over 1000 Alex's Lemonade Stands have been organized by a diverse group of devoted volunteers including neighborhood families, inner city school children, senior centers, supermarket chains, a juvenile detention center, college students, and a group of homeless people.

All of these groups were inspired by Alex to make a difference in the fight against childhood cancer!

**Lemonade stands have contributed over \$800,000 to Alex's fund for childhood cancer.**

How your donation  
helps kids with  
cancer...

The money raised through Alex's Lemonade Stand is already making a difference in the fight against childhood cancer!

- 6 full time employees have been hired at pediatric cancer research centers around the country. These include a nurse practitioner, research associates, and data managers – all working to enroll more children seeking cures in clinical trials.
- A 'super computer' server has been purchased to allow researchers to better share their findings amongst each other.
- 3 Young Investigator Studies have been funded. These studies give young researchers the ability to bring their innovative ideas to the laboratory.

Together, we are helping all kids with cancer!

Get your  
school  
involved!

Schools and student clubs across the country are getting involved and making a difference! Schools have held dance marathons, swim marathons, bake sales, and sold special merchandise items. One middle school sold custom "Awesome Alex" teddy bears while another school held a "gymathon" with the students getting pledges for each sit-up, pushup, etc. Young people have been extremely motivated by Alex's story, and the web site for Alex's Lemonade Stand has information to help groups get started on the fund-raising projects. With so many schools and service organizations seeking projects and causes for the students, Alex has established a wonderful way for schools to get involved.

For more information go to  
[www.alexslimonade.com](http://www.alexslimonade.com)

*Make a difference! Change the world!*

More Great News!

The illustrated children's book *Alex and The Amazing Lemonade Stand*, written by Alex's parents and illustrated by Alex's aunt, is being reprinted. The reprint will include a redesigned lemonade yellow cover and a photo of Alex on the back. The book has proven to be a great way to inspire children and adults alike to get involved and make a difference!

◆  
We are thrilled to announce that *Country Time Lemonade* will be producing a special *Alex's Lemonade Stand/ Country Time Lemonade* powder. Please mention to your supermarket manager that you will be looking for it on the shelves this spring.

Alex's Lemonade Stand 

[www.alexslimonade.com](http://www.alexslimonade.com)

333 E.Lancaster Avenue # 414

Wynnewood, PA 19096