**WHY WE DO WHAT WE DO**

Lemonade Season has begun!

Along with the signs of spring this year came the signs of another busy lemonade season. With over 1000 lemonade stands registered, numerous meetings with our wonderful longtime and new sponsors, and millions of dollars in research grants awarded already in 2007, we are busy, busy, busy!

As we race into summer, we wanted to provide some fuel for all of you, many of whom are racing right along with us as you plan your lemonade stands and continue to support the work of ALSF. So, this newsletter will focus on “Why we do what we do”. Take some time to read through the stories to learn about the heart and soul of Alex’s Lemonade Stand - the stands hosts, the research projects we support, and some amazing kids whose lives have been changed by cancer. I think you will agree that Alex’s Lemonade Stand is about so much more than lemonade!

Finally, we thank you for what you do to support Alex’s Lemonade Stand Foundation. Your efforts and generosity inspire us every day. We are incredibly humbled and extremely fortunate.

Happy Lemonade Days!
Liz and Jay Scott

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**Lemonade Days 2007**
June 8th, 9th, and 10th

This three day national event grew out of Alex’s front yard lemonade stand and is held over the same June weekend each year. During Lemonade Days, dedicated volunteers host thousands of Alex’s Lemonade Stands across the country. Anyone can participate during lemonade days - simply register online to hold a stand during Lemonade Days. Yes, it is that easy! Join us, as we aim to have lemonade stands in all 50 states, with an estimated 10,000 volunteers working at over 1000 Alex’s Lemonade Stands coast to coast.

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**In The Spotlight: Firstgiving Pages**

Set a goal and design your own personal fund raising page at www.firstgiving.com/alexslemonade.

Check out Brenda Beard’s firstgiving page. She is the mother of Jacob Beard, a cancer survivor. Brenda and five of her closest friends vowed to shave their heads on June 9th when they raise $10,000 at their Alex’s Lemonade Stand! This will surely be an event to remember. Consider setting up your own page - do something different for ALSF, collect change, go without speaking for a day, camp out for a cure, run in a race, or climb a mountain. Simply set a goal and think of a novel way you can help raise funds in your own unique way. It’s easy and fun!

**Donate In Honor**

Donate in honor of a someone or for a special occasion. A birthday, anniversary, graduation, or any occasion. Visit our website to learn more.

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To help raise awareness of our cause, Applebee’s will provide kids activity booklets and plastic cups about Alex’s Lemonade Stand Foundation in more than 1,800 restaurants nationwide. The activity booklet, available May 22 through August 13, tells Alex’s magical story and teaches parents and kids how they can help fight childhood cancer one cup at a time. Thanks to our friends at Applebee’s for their continued support.
Fighting childhood cancer one cup at a time

**Featured Lemonade Stands**

Alex's Lemonade Stands are the key to our success!

**Amanda & Jolie Sherman at Stop 'n Shop**
Madison, Connecticut

Sisters Jolie and Amanda host an Alex's Lemonade Stand in front of a local Stop 'n Shop. Their grandmother works at William Raveis Real Estate and they generously sponsored this stand. The children sold lemonade, cookies and lollipops. They raised over $1500. Pictured are Amanda (5) and Jolie (3). (It was a cold day so Amanda is wearing her Daddy's sweater!)

**Connor & Kennedy Slavicek**
Columbia City, Indiana

Featured in this photo are Kennedy (10) and Connor (12). They were given $10 from a local church to use for startup costs to host a community service project. They used their money to buy the supplies to run an Alex's Lemonade Stand during their annual garage sale. They dedicated their stand in honor of Carson Judd, a friend's son who in July 2005 (at the age of 2 1/2) was diagnosed and successfully treated for Wilms tumor. They had a blast and plan on hosting another stand!

**Harris Family**
Prineville, Oregon

Zach, Shannon, Kelly, Colton, Emilee, Caitlin, Allison and Aubry (all neighborhood friends) participated in this stand. Eleven kids helped out volunteering throughout the day. The day was so successful in getting the message out that the Harris family plans on making their stand an annual event.

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**Research To A Cure**

Childhood cancer is the number one disease killer of children in the United States. In fact, cancer kills more American children than Cystic Fibrosis, Muscular Dystrophy, Asthma and AIDS combined. Despite this fact, research into new and better cures for our children is surprisingly underfunded. Call us old fashioned, but we at Alex's Lemonade Stand Foundation believe that our children's health needs should take first priority. History shows that dollars invested in research is the best way to find new and better ways to treat diseases. This is why your support matters - and we hope you'll continue to believe in the day when all children with cancer can be cured.

**Helping in a Unique Way**

Like many of Alex's Lemonade Stand Foundation supporters, Chuck Augeri found himself overwhelmingly inspired by Alex's story and her legacy. Despite Chuck's physical limitations due to a car accident, he felt he needed to join in on the fight against pediatric cancer.

Chuck started a one-man letter writing campaign. He sent a letter, along with an ALSF brochure to his friends, family and business associates, sharing Alex's story. Chuck's dedication is immeasurable.

We continue to be greatly appreciative of the efforts of all of you who jump over obstacles and accomplish so much to benefit ALSF.

**School Spotlight**

Third Graders at The Sacred Heart School in Palm Desert, CA set up a stand and sold lemonade as part of a Lenten season project with the help of their teachers Miss Lid and Mrs. Potter. Students took their service to heart and went above and beyond to raise as much money as they could. Stands were set up in neighborhoods, local stores, parks, and outside the church.

"When we first started, we thought that 55 third graders would raise about $500," said teacher, Heather Potter. "We had students come into school with baggies filled with coins. Others were filled with $40 or $140. The students learned about giving to others and making sacrifices. This project allowed them to be a part of something that is so much bigger than just a cup of lemonade."

In one week, the class raised $2,400 and received a challenge to double their goal. By the second week, they raised $3,700. When the project ended the students raised nearly $10,000! Students, teachers, and the surrounding community all loved the project and can't wait to do it again next year.

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**The Great Chefs Event**

Please join us for the second annual “Great Chefs Event”. A fantastic evening with a reception of great food prepared by several of the country’s top culinary masterminds. The Great Chefs Event will be held on Wednesday, June 13, 2007 at OSTERIA, located at 640 N. Broad St. Philadelphia, PA. Tickets and sponsorship opportunities are still available. For more information please visit our website.
The Mozer Family

Jacob Mozer is currently 10 years old and a neuroblastoma survivor. He was diagnosed with Stage 4 neuroblastoma in 1998 when he was 16 months old. He underwent 7 rounds of chemotherapy, radiation therapy, major surgery, bone marrow transplant and experimental antibody therapy and was confirmed with no evidence of disease 1 year after diagnosis. His only residual problem is a high frequency hearing loss due to the chemotherapy for which he wears hearing aids. He enjoys normal 10 year old activities such as soccer, basketball, scouts and playing in his "Fort" with his neighbor friends.

Due to their entire family’s experience with Jacob, The Mozers - Mark, Cheryl, Jacob, and brother Nick - now devote much of our time to childhood cancer advocacy. When Alex put out a request in 2004 for people to have nationwide lemonade stands, they responded. Due to local media interest in Jacob and his story, they were able to raise over $5000 that first year with an Alex's Lemonade Stand at a local Hy-Vee grocery store. They have persisted and expanded each year since and in 2005 and 2006 organized stands at all of the Kansas City area Hy-Vee’s. With the help of the generous people of Kansas City and corporate sponsors, the Mozers have raised over $100,000 for Alex's Lemonade Stand Foundation so that other children may have a chance at life like Jacob.

Jacob's incredible efforts don't stop there -- Jacob has also gone to Washington, DC many times to advocate to Congress the need for specific appropriation funding by Congress for childhood cancer research. Last year, Jacob and his family were able to convince some of our senators and representatives from Missouri to sign on as original co-sponsors of the Conquer Childhood Cancer Act (a bill which is still pending in Congress). As a by-product of our childhood cancer advocacy, they have succeeded in raising awareness in the Kansas City area about Alex's Lemonade Stands and childhood cancer in general. The Mozer's motto is "We will not stop until a cure is found!!" We know they mean it.

A Child's Final Gift to Her Family

Hailee Nikole Garcia, the oldest of three girls, was born on March 20, 2001. She was diagnosed with brain stem glioma on October 17, 2005. She endured 18 months of treatments before she passed away on February 8, 2007.

Hailee will be remembered for her love of life, her infinite compassion for others, her giving spirit, her wisdom, and for the beautiful gift she left her family.

Hailee was sleeping on the couch one night. She suddenly and unexpectedly woke up from a deep sleep, sat up straight and said: "Mom, butterflies come and play with me every night and they all have names and they're my friends."

What role are you playing in Ryan Kerr's life?

With each cup of lemonade you sell and each donation to Alex's Lemonade Stand, you give hope to Ryan and thousands of other kids that a cure for childhood cancer will be found. Hope that kids like Ryan can face the future with determination, courage, and with confidence that their cancer is curable and will never return.

Ryan was diagnosed with osteosarcoma, a relatively rare bone cancer, when he was 12 years old. Prior to diagnosis, Ryan was an excellent soccer goalie, a good lacrosse player, an avid snow boarder and a terrific in-line skater.

Since the day he was diagnosed, Ryan—like all cancer kids—had to recreate himself as a person and as an athlete.

How tough could it be?

After 5 years of cancer, 14 surgeries, 3 rounds of chemotherapy, 2 years of constant pain and one above knee amputation - how tough could a double black diamond trail be? Or a 60 foot cliff to climb? Or a charity bike ride? Or making the high school golf team?

While this has been incredibly hard to do, Ryan has refused to allow cancer to stop him. In fact, he has become one of the best skiers on the mountain - disabled or not. He plunges down steepy steep trails, he mastered the moguls in his mono ski and he tamed the terrain park! Ryan recently climbed the face of a sheer cliff with two good arms, one leg and buckets full of determination. And yes, he does play on the JV golf team at his high school, holding his own against able bodied opponents. Now he's training for the 65 mile American Cancer Society charity ride.

Thank you for bringing hope to Ryan and all children with cancer by supporting Alex's Lemonade Stand Foundation.

Funding Fact: With your hard work and dedication, ALSF is able to fund grants for all types of childhood cancer research, including osteosarcoma, medulloblastoma, and neuroblastoma - the types Ryan, Hailee and Jacob battled. To read more about these and other grants you are helping to support, visit www.alexslemonade.org/grants.php, and know that Your Donation Matters!
THE LEMON BALL
AN EVENING TO REMEMBER

Alex's Lemonade Stand had its first ever "Lemon Ball" in Philadelphia at the Park Hyatt Bellevue on January 20, 2007. Billy King, President and General Manager of The Philadelphia 76ers was honored for his continued dedication and enduring friendship to the foundation. As a special token of appreciation Jay and Liz Scott presented him with the Crystal Cup award.

Co-hosts for the evening, Tracy Smith of The Saturday Early Show and Larry Mendte of CBS Philadelphia were absolutely amazing. Special thanks to all of our sponsors, especially our Presenting Sponsor - Delaware Valley Volvo Dealers, and our Diamond Sponsors - Cigna and Trump Entertainment and Resorts.

Our Gala chair, Sharon Taffet, along with the entire Lemon Ball Committee hosted a flawless, spectacular lemon inspired event! Couples danced the night away to the wonderful sounds of The Bill Jolly Band and special guest auctioneer Dave Frankel mesmerized the crowd while encouraging all guests to generously donate for a very worthy cause!

Save the Date! 2008 Lemon Ball
January 12. Plans are already underway for this spectacular evening at the Bellevue, Park Hyatt in Philadelphia, PA. For more information or sponsorship opportunities for our 2008 Lemon Ball, please call our office at 610.649.3034.

Travels with Alex's Lemonade

Long time ALSF enthusiasts, Kay Sweet and Gail Apfel were spotted at various locations this past October in Italy. These two adventurous volunteers set out to discover Rome, Tuscany, and Florence, proudly sporting their ALSF t-shirts and bandanas.

Kay and Gail were seen at the Forum and Capitoline Museums. This photo was taken in the courtyard at Castello Di Velona in Montalcino, where lemon trees are commonplace.

Call to Action!

We need you!
5000 Stands in 2007
Anytime, Anywhere!
Encourage everyone you know to host a stand!
Register online or call our office for more information.

Alex's Lemon Krimpet

Nothing says Philadelphia like a Tastykake! Ask anyone from the Philadelphia area and they will tell you that they grew up on Tastykake snacks. How could Tastykakes get any better? The Tasty Baking Company in partnership with Alex's Lemonade Stand Foundation created a special lemon jelly filled krimpet - aptly named Alex's Lemon Krimpets. This brand new, limited edition Krimpet is sure to be a "sweet" success - helping to find a cure, one Alex's Lemon Krimpet at a time!

Letters from our Friends
We do what we do because it matters to YOU

"We are so excited to be having our first lemonade stand today!!
My 7 year old daughter just can't wait! We love this website, the purpose and the opportunity to help."
- Anna and family, TX

"I am doing a project in school about humanitarians and I picked Alex because I thought that she did something great to the world!"
- Katie, IL

"We have two sons, both of whom have medical conditions. Our family has learned that without research and education, none of these horrid diseases will ever be stamped out."
- Elizabeth, NY

"I thank you so very much for your generosity and dedication to the community. What a wonderful opportunity you are offering ill children and their parents. As a mom of a child with cancer I know first hand the expenses and needs. I applaud you!!!"
- Kat, FL

"Your family and ours know only too well children's ability to take a senseless and unfair situation and tame it and fill it richly with meaning; we are so proud of the children and their work."
- Laura & Joel, PA

Donating is easy with the enclosed return envelope.

Make checks payable to:
Alex's Lemonade Stand Foundation
or donate online
www.alexslemonade.org
or by phone 1.866.333.1213

Every donation counts!
Thank you for giving and helping all kids with cancer.

www.alexslemonade.org