It is hard to believe that another summer of lemonade has come and gone. As we enter the fall and winter seasons, we can’t help but reflect on the events of the past 10 years.

It’s a story you’ve heard before, our daughter Alex, who had been battling childhood cancer for nearly her entire life, wanted to set up a lemonade stand to help doctors on their way to finding cures. In her own words, she wanted to “help doctors so they could help kids feel better,” just like they had for her. It was a simple wish, and a simple idea, but it has made a world of difference, not only in our own lives, but in the lives of children affected by cancer everywhere. Alex had a vision, she wanted others to get better, and she was going to do everything she could to make that happen.

In the years since Alex’s death, volunteers and supporters everywhere have continued her vision, so much so that tangible results in this war we are waging can be seen. In this newsletter, we will revisit who we are, what we do, and how the funds raised truly are making a difference.

Thank you for all you have done and continue to do in the battle against childhood cancer. We wouldn’t be here without you, and Alex’s legacy of hope couldn’t continue without each and every one of you.

Sincerely,
Liz & Jay Scott
Alex’s Parents

THE 2010 LEMON RUN

We are pleased to announce that the Lemon Run, presented by Volvo, will return on Sunday, November 14, 2010! After a successful inaugural year, the Lemon Run will move venues to beautiful Fairmount Park in Philadelphia. The new location will allow more runners, walkers and kids of all ages to participate. Not to worry, if you aren’t in the Philadelphia area, you can run or walk where you live! By registering as a virtual runner or walker and completing a 5K on the same day as the event, supporters everywhere can participate too. The first 1,000 people to register will receive a free t-shirt! For more information, or to register today, visit www.TheLemonRun.com.

A SUMMER OF HOPE

Summer 2010 was an exciting time at Alex’s Lemonade Stand Foundation. We were fortunate enough to have thousands of volunteers join us for Lemonade Days; some of the world’s best chefs came together to cook for childhood cancer cures at The Great Chefs Event; celebrities joined the lemonade movement by hosting stands of their own or stopping by high profile lemonade stands; and perhaps most importantly, all of this hard work has allowed us to continue to change the lives of children with cancer everywhere. The foundation has already awarded grants in 2010, held a Childhood Cancer Symposium and will announce additional grants in the coming months. Thank you to everyone for making the summer of 2010 a success, and here’s to continuing that success throughout the fall and winter months!

www.AlexsLemonade.org
Alex’s Lemonade Stand Foundation is dedicated to finding a cure for all kids with cancer. It was Alex herself who stated that “all kids want their tumors to go away,” and ALSF has continued striving toward that day ever since.

“The ALSF grant program is helping researchers throughout the country move closer to the day when a cure is a reality for all children with cancer.”
- Dr. David Poplack, Texas Children’s Cancer Center, ALSF Scientific Advisory Board

Here are some examples of the promising grants ALSF has funded thus far in 2010.

**UNIVERSITY OF FLORIDA, SHANDS CHILDREN’S HOSPITAL**
GAINESVILLE, FL
Dr. Amy Smith

*Expanding Hope: Innovative Therapy at Shands Children’s Hospital*

Dr. Amy Smith received an infrastructure grant from ALSF to help fund a therapy program to provide treatment options for children with rare forms of cancer or whose families have exhausted all traditional treatment options.

Here’s what Dr. Smith has to say in her own words:

“In the US, 12,000 children will be diagnosed with cancer in 2010, and over 700 of those children will live in Florida. For families of children with a devastating diagnosis or a cancer that has recurred, the number of options for treatment may be small. But no matter the outlook, every family deserves a chance to fight for the life of their child. Shands Children’s Hospital offers hope through a number of early phase clinical trials.”

**ALFRED I. DUPONT HOSPITAL FOR CHILDREN**
WILMINGTON, DE
Dr. Andrew Napper

*Discovery of Inhibitors of MLL Fusion Proteins as Targeted Therapies for Pediatric Acute Leukemia*

Led by Andrew Napper, PhD, this project, co-funded by the I Care I Cure Foundation, aims to develop novel treatments targeted specifically at acute lymphocytic leukemia (ALL). ALL strikes 2,500 children per year in the United States alone, and while for many ALL is curable, 20% of childhood ALL remains difficult to treat.

Many of the most difficult to treat childhood leukemias are triggered by rearrangement of the gene MLL (mixed lineage leukemia). MLL rearrangements are very common in infant leukemia, where they are found in 80% of patients. These infants have an especially grim prognosis: a five-year survival rate of barely 40%.

Funding for this research will allow Dr. Napper and his team to make discoveries leading to the development of targeted therapies for childhood leukemias that harbor MLL rearrangements.

“Children are not simply small adults,” explains Dr. Napper. “Increasing the dosage of chemotherapy, that was developed to treat adult cancer, is highly toxic to children. Thus there is a pressing need to develop new and safer therapies targeted specifically at pediatric cancer. Thanks to Alex’s Lemonade Stand Foundation and their generous grant, we can move closer to achieving this goal.”

**TEXT TO DONATE**

Text “LEMONADE” to 85944 and $10 will go to ALSF!
OUR HEROES: THEY ARE WHY WE ARE HERE
Along with our founder Alex, every single child who has been affected by childhood cancer is a hero. They are brave, they are strong, they are fighters, and we hope that one day they will all be cured. Until that day, Alex’s Lemonade Stand Foundation will continue to exist, fighting childhood cancer, one cup at a time.

Michael Hartley
My son Michael was diagnosed at age 13 with an astrocytoma (brain tumor). He suddenly got ill on June 12, 2004. His tumor ruptured while he slept. We didn’t even know he had a tumor. He had emergency brain surgery, and after surgery he had a stroke. Michael had to learn to speak, eat and walk again.

Michael graduated from high school on June 12, 2009. Although he continues to walk with a walker and is now 19-years-old, he works, drives and attends Rhode Island College where he is a political science major and has made the Dean’s List. Michael is a very inspiring young man and has already helped others. He speaks at various non-profit organization events to continue to spread inspiration and awareness.

Written by Laura Hartley, Michael’s Mother

Sophia Cizek
Sophia was your typical 5-month-old smiling baby girl until she woke up early one February morning with right-side facial paralysis. I immediately assessed her and called her pediatrician at 6:30am. By 8am she was being seen in the office, having a slew of tests done and before we knew it, we were on our way to Geisinger Medical Center to see the Hematology/Oncology group. By that evening she was diagnosed with acute myeloid leukemia (AML) and was admitted to the hospital. The next day she had a brovian line placed and chemotherapy was started immediately. It was a blessing she developed the facial paralysis, as this was an odd but early sign of the leukemia. Although Sophia seemed to have gone into remission early in her treatment, she relapsed, and it had spread into her spinal fluid as well.

Again her marrow went into remission, but the leukemia cells had spread into her meninges and she needed cranial-spinal radiation -- a huge risk at such an early age. The radiation did its job but she relapsed in her marrow again.

Another round of chemo and she was again in remission. Now she will begin a cord blood transplant, which is another high risk. Now we wait and hope.

Written by Jessica Cizek, Sophia’s Mom

OTHER RESOURCES WE PROVIDE
ALSF recognizes the struggles that families face while their children battle cancer. While there is the treatment itself, there are many other burdens that families take on during this very difficult time in their lives. We are here to help!

The Travel Fund offers assistance to families who face the need to travel for treatment – no family should be forced to give up on their child simply because they can’t get to treatment.

“Financial burdens are especially great when a child is diagnosed with cancer. Having a program like Alex’s Lemonade Stand is truly an asset to our patients and their families. It’s quite inspiring that this organization was started by a girl with an idea and a dream to help others. That dream has been accomplished and then some.”
- Gina Baldacci, Social Worker, Children’s Memorial Hospital in Chicago

The Childhood Cancer Symposium is a free event giving families the opportunity to learn about issues and topics of childhood cancer treatment and beyond while meeting in a group setting.

“Cancer has hurt us deeply as a family, but we are recovering slowly. The information and kindness around the entire event overwhelmed me. It was so affirming to spend the day with ALSF. Thank you for your good work and outstanding program.”
- S. Heard, Symposium Attendee
STAND SPOTLIGHT: THE TORRES FAMILY

Two years ago, we were told our 2-year-old daughter, Brinley, had cancer. I would never have guessed that one little sentence would change the course of our lives forever. She has been in chemotherapy treatment since then, and we have seen firsthand the pain involved with childhood cancer.

Last year, during Childhood Cancer Awareness Month, I was rocking Brinley after one of her treatments and I couldn’t understand why people were not more aware of the trauma of childhood cancer. I decided then that it was our duty to raise awareness and to do our part to guarantee each child the chance of a cure. That was when we decided to get involved with Alex’s Lemonade Stand. We held our first lemonade stand in 2009 and enjoyed it so much we decided to plan a Grand Stand in 2010. It will include a bounce house, DJ, prizes and giveaways, cotton candy, face painting, lemonade and much more! We believe that if we work together, we can find a cure for a disease that is attacking our children. Each and every child deserves to live, and it is our job to make sure that happens. - Kristen Torres, Brinley’s Mom

A BERRY SWEET FUNDRAISER

This year, in an effort to raise awareness for childhood cancer during the National Childhood Cancer Awareness month (September) and thereafter, ALSF teamed up with Strawberry Shortcake to enlist volunteers to host special Strawberry Alex’s Lemonade Stands. Lemonade stand hosts who sign up to hold a strawberry lemonade stand will receive Strawberry Shortcake materials and as an added bonus – American Greetings will donate $50 for each of the first 300 stands. Help us raise vitally important funds and awareness for childhood cancer by hosting a berry fun lemonade stand this year!

GREAT NEWS! ALSF HAS BEEN CHOSEN AS A PARTNER CHARITY FOR CLOTHES OFF OUR BACK, AN ONLINE CELEBRITY AUCTION SITE, THIS YEAR. THE CLOTHES OFF OUR BACK FOUNDATION HOSTS CHARITY AUCTIONS SHOWCASING TODAY’S HOTTEST CELEBRITY ATTIRE (THINK DRESSES WORN BY CELEBRITIES TO AWARD SHOWS). ITEMS ARE PUT UP FOR BID TO THE PUBLIC WITH PROCEEDS GOING TO BENEFIT CHILDREN’S CHARITIES, LIKE ALSF. OVER 700 CELEBRITIES AND 300 DESIGNERS HAVE PARTICIPATED IN CLOTHES OFF OUR BACK AUCTIONS SINCE ITS INCEPTION IN 2002, HELPING RAISE OVER $4 MILLION FOR VARIOUS CHARITIES. CLOTHES OFF OUR BACK WAS FOUNDED BY ACTORS AND PHILANTHROPISTS JANE KACZMAREK AND BRADLEY WHITFORD WHOSE EFFORTS, ALONG WITH THEIR CELEBRITY AND DESIGNER FRIENDS, HAVE HELPED IMPROVE THE LIVES OF CHILDREN ACROSS THE GLOBE.

Check out the current auctions, and keep checking back throughout the year! www.clothesoffourback.org

UPCOMING EVENTS

There are so many things we can do throughout the fall and winter months to continue our efforts in the battle against childhood cancer. Here are just a few of the upcoming foundation events. Make sure to visit our website for more ways to get involved this fall and winter!

L.A. Loves Alex’s Lemonade - A Decadent Cookout: Following in the footsteps of the Great Chefs Event in Philadelphia, chefs Suzanne Goin, David Lentz and business partner Caroline Styne will bring culinary greats together in Los Angeles for L.A. Loves Alex’s Lemonade on Sunday, November 7, 2010. Volvo will act as the Executive Chef Sponsor for the evening. For tickets and chef information, visit our website or call our office.

Lemon Ball: ALSF will host the Fifth Annual Lemon Ball, presented by Volvo, on Saturday, January 15, 2011 at the Loews Philadelphia Hotel. The Lemon Ball is an evening of cocktails, dinner, raffles, silent and live auctions and entertainment celebrating the life and inspiration of Alex. New in 2011, ALSF supporters will have the option of purchasing a Lemon Lite ticket which entitles them to dessert and dancing from 10PM-12AM. For more information or to buy tickets, visit www.thelenumball.com or call our office.