It is hard to believe that this summer marks 10 years since our daughter Alex held her very first front yard lemonade stand to help “her doctors” on their way to finding a cure for all childhood cancers. When we were standing in the yard that day watching the joy that radiated from Alex, we never would have imagined that a decade later Alex’s Lemonade Stand Foundation would be leading the way to a day when cures become realities.

So much has happened since Alex held her first stand, and we are reflecting on all of it this year as we commemorate a decade of “standing” for hope. We have seen remarkable progress and discoveries in research, but we are also innately aware that an 80% cure rate for kids with cancer is simply not good enough. We exist to strive for the day when the cure rate is 100% and the side effects of treatment aren’t long-term and life-altering.

This of course brings us to all of you. We would not be able to continue Alex’s legacy of hope without all of our lemonade stand hosts, volunteers, sponsors and supporters everywhere. Each year we make strides to change the childhood cancer world, and it is only because of all of you that we are able to do so. Though the words are not enough, we feel the need to say them anyway – thank you for allowing our daughter’s mission to continue 10 years after her very first lemonade stand.

We are as dedicated as ever to raising funds and awareness this year, hopefully more than in any year prior, and we’ll need your help to do it! We hope you'll read through this newsletter to find out how you can get involved in 2010, and how every dollar you help us raise is changing the lives of those currently fighting childhood cancer!

Liz & Jay Scott, Alex’s Parents

Four years after Alex held her first front yard lemonade stand, she asked volunteers around the country to help her raise $1 million for childhood cancer in 2004. And so Lemonade Days, the foundation’s national fundraising weekend, was born. In 2010 we celebrate the 7th Annual Lemonade Days on June 11-13, when thousands of lemonade stands will be held around the world. In years past, Lemonade Days has raised over $1 million and we are hoping for a record breaking year for the 7th Annual Event. Please visit www.LemonadeDays.org to register your Lemonade Days Stand today, and help us utilize Alex’s original fundraising idea 10 years after her first front yard lemonade stand.

In commemoration of 10 years of standing for hope, we are on a mission to raise more funds and awareness in 2010 than in any year prior. In order to do so, the foundation is enlisting the help of high profile events and people to hold lemonade stands. The first three high profile stands of the year were held at The Pro Bowl, The Super Bowl and The Big East Tournament. Stay tuned for more high profile stands throughout the year, including a Hollywood lemonade stand and special Strawberry Shortcake lemonade stands in September!
OUR CHILDHOOD CANCER HEROES

Throughout the course of the last decade, we have had the immense privilege of meeting many childhood cancer fighters and their families. We have been lucky enough for them to share their stories with us, giving us a unique view into their lives and how we as a foundation can work to improve the struggles they face. We think it is equally important to share these stories with you, our supporters, so you can be aware of the lives that you too are changing. Here are just two of these stories, the first a hero whose parent has now become an ambassador for the foundation, and the second a hero whose family benefitted from our Travel Fund.

ANNIKA KNUDSON

Annika is one of the lucky ones, and she is our hero. During the 2009 cold and flu season, 11-year-old Annika began complaining of a really bad tummy-ache. After several days of increasing pain, combined with our concern that she might be dehydrated, we took her to the local ER. The doctors there were thorough, and ended up sending us to Children's Mercy Hospital in Kansas City. We were in a daze -- didn’t our daughter simply have the flu? She did not. During a laparoscopic procedure, it became clear to the surgeons that they would have to begin abdominal surgery to remove a fist-sized mass in her intestine. That's when we heard the word 'lymphoma' used for the first time. We were devastated, scared, and anguished, but amidst these feelings, we had hope. Hope that the tumor was found soon enough to be contained. Hope that she would fight for her health. Hope that she would beat cancer. Annika is one of the lucky ones! Because the doctors acted so quickly, the cancer was at stage 2 when removed. Annika had to endure just 2 courses of chemotherapy, and 6 months after diagnosis, she was placed on the follow-up plan with the oncologist. Currently, Annika is 11 months cancer free! She will continue to have lab work and scans regularly because childhood cancer is unpredictable, and she will not be considered fully 'cured' until 2014 - 5 years from her first No Evidence of Disease scan. Her once long, straight hair is growing back curly -- a daily reminder that cancer changes your life in unexpected ways.

Written by Karla Knudson, Annika’s Mother

THE ALSF TRAVEL FUND

Corin Stewart is a 5-year-old little girl who was diagnosed with rhabdomyosarcoma in January of 2009. Corin’s treatment required her to travel to Florida from Philadelphia for Proton Radiation. ALSF was able to provide roundtrip airfare for Corin, her mom Sandra and an aunt, as Sandra was pregnant at the time and required a travel companion. Here’s Sandra’s most recent update!

“Alex's Lemonade Stand played a huge part in getting to Florida and home. Corin did very well through her Proton Radiation treatment and her eye is healing nicely. Corin, who is in Kindergarten, is now a big sister to her brother Connor. Her three month scans looked great, and she now has 20/40 vision out of her left eye. She patches the right eye for 2 hours a day to help strengthen the left. Of course it is still one day at a time, and while the family never stops worrying, we have faith that Corin's future will be bright.”

- Sandra Stewart, Corin’s Mother

ALEX’S “ORIGINAL” LEMONADE STAND

We will honor our creator and hero, Alexandra “Alex” Scott, at Alex’s “Original” Lemonade Stand. Where the dream began and continues as a promise of hope for all children and families affected by childhood cancer, the stand will return on Saturday, June 12, 2010, in Alex’s neighborhood of Wynnewood, Pennsylvania. This year, as we celebrate the 10th Anniversary of Alex’s very first stand, family, friends, community leaders and local celebrities will come together for a fun-filled day of remembrance. The event will take place at the elementary school that Alex attended, Penn Wynne, and will feature food, games, live music and a butterfly release.
HOW THE FUNDS YOU GIVE ARE MAKING A DIFFERENCE NOW!

Alex’s Lemonade Stand Foundation knows how vitally important the initial research of promising young investigators is in ultimately finding cures for all childhood cancers. Among our many types of grants, the foundation funds Young Investigator Awards, which encourage the research of these doctors and researchers just starting out in the pediatric cancer field. Here is the story of how one young investigator and her team are changing the way brain tumors are treated.

Each year in the United States approximately 2,200 children under the age of 15 are diagnosed with a malignant form of central nervous system (CNS) tumors. Brain tumors are the most common type of solid tumors found in children and are categorized and treated depending on where they originate in the CNS. Treatments for these types of tumors include radiation, chemotherapy, and surgery when possible.

Researcher Dr. Balveen Kaur and her team at The Ohio State University Medical Center in Columbus are exploring the use of oncolytic viruses (OV) to invade and infect the cells of a tumor and ultimately destroy them. Early tests show very few side effects from this treatment, however one of the major limitations is the body’s innate immune response when the tumor is infected. The body’s response can actually stimulate blood vessel growth, feeding the tumors and causing rapid elimination of the therapeutic virus, permitting re-growth of tumor after initial remission.

Following this discovery and with funding from Alex’s Lemonade Stand Foundation, Dr. Kaur and her team developed a special virus, called RAMBO, which is an acronym for Rapid Antiangiogenesis Mediated by Oncolytic virus. RAMBO delivers two punches to the solid tumor, one where the virus kills the tumor cells and the second by stopping blood vessel growth which in effect "chokes" the tumor’s supply of oxygen and nutrients. “The funding we received from ALSF helped pave the path to the discovery of RAMBO and future work with this virus could lead to new treatments to combat childhood cancers,” says Dr. Kaur.

STAND SPOTLIGHT: KAYLYN’S KREW

We are so thankful for everyone who participates in our national Lemonade Days fundraising weekend, but we are equally thankful for all the lemonade stands and fundraising events held anytime and anywhere throughout the year! Here is one group who was personally touched by childhood cancer and decided to do something about it.

Kaylyn’s Krew from East Pennsboro Middle School recently hosted their first Alex’s Lemonade Stand. The “krew” is made up of friends and classmates of Kaylyn Welker, who battled a very rare form of cancer for two months and subsequently passed away in February of 2010. Kaylyn was a very active student, involved with basketball, cheerleading, Girl Scouts, and drama. Known for always putting a smile on your face and having a positive attitude, Kaylyn’s classmates felt that hosting an Alex’s Lemonade Stand would be an appropriate way to honor her. The five hour lemonade stand and bake sale held over Easter weekend was a huge success and raised nearly $2,000! Kaylyn’s Krew felt that hosting the stand was a positive way to honor their friend, and they look forward to hosting more lemonade stands to help find a cure!

ATTENTION STAND HOSTS, VOLUNTEERS, AND DONORS! MULTIPLY YOUR GIFTS!

Your employer may have a Matching Gift or “Dollar for Doers” program, which rewards your gift or volunteerism with monetary grants to ALSF.

Contact your Human Resources office, complete the Matching Gift or “Dollar for Doers” form and just like that your support is multiplied.
A long with Lemonade Days, the foundation will host several other special events throughout the summer to raise awareness and funds in the battle against childhood cancer.

**Grand Stands**

Along with the thousands of lemonade stands that are held throughout the year, there are many Grand Stands hosted across the country. A Grand Stand is a large carnival-like lemonade stand that often includes various other activities – music, face painting, games and much more. Among the cities in which Grand Stands will be held this year: Bethlehem, PA; Bowling Green, KY; Charlestown, NH; Edina, MN; Fort Mill, SC; Hershey, PA; Holmdel, NJ; Jacksonville, FL; Kansas City, MO; Kent, OH; Milton, VT; Murfreesboro, TN; Neptune Beach, FL; Newbury Park, CA; Plains, PA; San Diego, CA; Tucson, AZ; and West Jordan, UT. To find out more information about all of our Grand Stand events, visit our website!

**The 5th Annual Great Chefs Event**

More than 30 of the world's best chefs will converge on Philadelphia for the 5th Annual Great Chefs Event to cook for childhood cancer cures on Tuesday, June 15, 2010. This year’s event will include standout chefs from TV’s *Top Chef* – Tom Colicchio and Jennifer Carroll, as well as *Iron Chef* Jose Garces and Michael Symon.

**Running of the Monk 5K**

After hosting the foundation’s first 5K last year, The Lemon Run, ALSF will take over hosting duties for the Running of the Monk on Friday, June 4, 2010, at the Springfield Country Club. The event is in its 10th year, so what better way to celebrate our 10th Anniversary than by inviting our supporters to run for the cause!

As we celebrate 10 years of battling childhood cancer, we recognize that along with our volunteers across the country, our sponsors play an important role in continuing Alex’s mission. We appreciate all of their efforts and want to recognize our top sponsors. Please visit our website to find out more about all of our sponsors and what they have planned for the upcoming lemonade season!

Thank you to…

- A&P Supermarkets
- Applebee’s
- CBS 3
- Country Time
- ElyseRyan in partnership with QVC
- The Greater Philadelphia Hotel Association
- Just Born
- Rita’s
- TBC Corporation
- USA Beverage
- The Vetri Foundation for Children
- Volvo

**LEMON BALL RECAP**

On Saturday, January 9, 2010, Philadelphia went yellow for our annual Lemon Ball gala celebration presented by Volvo with major support from Cigna. The annual event continued to grow this year with over 800 guests, as supporters from all corners of the country came together for a fun, memorable, and most importantly, inspiring evening to raise funds in the battle against childhood cancer. This year’s event also featured a performance by Grammy-nominated recording artist Jordin Sparks, thanks to our sponsor MIKE & IKE’S Brand Candies. We look forward to next year’s event and hope to see you all there – save the date for January 15, 2011.