Dear Friends of Alex’s Lemonade Stand,

Over the years, we have had the pleasure of watching Alex’s Lemonade Stand grow from our front yard to a national charity, with thousands of volunteers and supporters across the country. We are proud beyond words to think that it was our daughter’s determination that provided the inspiration behind this fundraising and awareness movement to find a cure for childhood cancer. How lucky we are to continue to share her story with so many people, young and old, across the country and world.

We take great comfort and pride in knowing that Alex’s story continues to inspire others through Alex’s Lemonade Stand Foundation. However, we recognize that just as Alex’s front yard stand has evolved into thousands of lemonade stands, Alex’s inspiring story has evolved into a collection of inspiring stories...

From our youngest stand hosts who give up their allowance to help kids with cancer to our oldest volunteers who dedicate countless hours to helping the cause, there are amazing stories of selflessness...

From our longtime dedicated corporate partners to the small businesses that give precious resources, there are countless stories of generosity...

From the parents of children with cancer who write to say that Alex’s Lemonade Stand gives them hope to those who write to say that Alex’s story has inspired them to overcome their life challenges, there are stories of true inspiration...

From the pediatric oncologists who look to Alex’s Lemonade Stand to help fund cures for children with cancer to pediatric oncology nurses who look to Alex’s Lemonade Stand to help them improve the quality of care for these children, there are stories of dedication...

From the children whose lives have been cut short by cancer to the children who have survived against the odds, there are stories of endless love, strength and hope...

It is these stories of selflessness, generosity, inspiration, dedication, strength, love and hope that shape who we are and where we are headed. We are unbelievably honored to be a small part of this story and we thank you for being a part of it as well.

Best Wishes,
Liz and Jay Scott
lizandjayscott@alexslemonade.com

LEMONADE DAYS
JUNE 6, 7 AND 8

Just a quick reminder that the 5th Annual Lemonade Days is just around the corner! This three day national event grew out of Alex’s front yard lemonade stand and is held annually over that very same June weekend. This year Lemonade Days falls on June 6, 7 and 8, so sign up now to join thousands of volunteers across the country holding stands simultaneously. Last year we saw 1500 stands - help us make this year the biggest yet! For more information or to register to make a difference, visit www.AlexsLemonade.org and click on Lemonade Days.
In The Spotlight

ALSF has partnered with CaringBridge, which provides a resource for patients to stay connected with family and friends during a time of crisis, treatment and recovery. CaringBridge is a free, non-profit web service that helps connect over 15 million people every year. Families can now elect to start an Alex's Lemonade Stand Foundation CaringBridge page. Visit our Cancer Resources Page for more information.

Candy for a Cause!

Just Born, the makers of Mike and Ike candies, have recently partnered with ALSF by introducing a new Mike and Ike flavor -- Lemonade Blends. In an effort to raise funds and awareness for childhood cancer, Just Born has pledged a minimum donation of $100,000 to Alex's Lemonade Stand and will include information about getting involved on the Mike and Ike Lemonade Blends packaging. Available in stores everywhere this spring!

School Spotlight - The Delta Nu chapter of Gamma Sigma Sigma, a national service sorority, at the University of Maine held their first Alex's Lemonade Stand this past December. After attending their national convention in Chicago, three members of the chapter were inspired by the Woman of the Year - Alex's mom Liz Scott. Liz shared the story of Alex's battle with cancer and her amazing lemonade stands. The sorority sisters decided right then and there that they wanted to get involved. They brought the idea back to their chapter and everyone was so receptive that they decided to hold a stand during their first semester back. After a successful first stand, the girls and the sorority plan to hold many more in the future.

Get your school or club involved. Visit our website to learn how.

Featured Stand Hosts: Why YOU Should Join the Fun!

Here at Alex's Lemonade Stand Foundation, we have the daily pleasure of reading inspirational letters from our stand hosts nationwide. We are constantly amazed and so very grateful for the kind words and for the strong commitment to finding a cure for all children with cancer. Here are just a few thoughts to inspire your day, and to urge you to join the fight against childhood cancer by hosting a lemonade stand this year!

“Hosting an Alex’s Lemonade Stand for Ashley’s 6th birthday was a lot of fun for us and the kids at the party. It gave us an opportunity to teach our daughter about the importance of donating. Many parents commented on how they loved the idea and hope their children will consider a lemonade stand for their birthday too.” – Ashley, San Diego, CA

“This is the third year my daughter has insisted on being involved with Alex’s Lemonade Stand, and each year gets bigger and bigger. If we could get all the kids around the world involved in helping other kids, this world would have a very bright future!” – Bonnie, Lakeland, FL

“What a great experience! My six-year-old daughter expressed interest after reading about Alex’s story at Applebee’s. We laughed and bonded as we squeezed lemons and limes to make our delicious secret recipe.” - Lauren & Julie, Dracut, MA

“Alec’s Lemonade Stand was one of the best experiences our office has ever had. It was so amazing to have three boys in our town that have cancer and their parents come out and work with us. ALSF is a great way to give back and to contribute to the research for childhood cancer.” – Robert, Litchfield, MI

“We had a great time! What a blessing it was to have the support of our whole community for such a great cause! We received newspaper coverage both before and after our event. We also had a float in our local parade and won 1st place!” – Abbey, Altamont, MO
Together, we can make a difference...

Research Update

“I am honored to receive this grant from Alex’s Lemonade Stand Foundation, and am inspired by Alexandra’s story. This funding will jump start a clinical research project with great implications for children, whose disease has been unresponsive to traditional therapies, giving new hope to them and their parents.”

Mark Kieran, MD, PhD, Director of Pediatric Medical Neuro-Oncology, Dana-Farber Cancer Institute

Project title: Anti-Angiogenic (Metronomic) Chemotherapy in Children with Poor Prognosis

Helping Find A Cure Through Research: “Alex’s Lemonade Stand Foundation has provided critically needed funding to some of our most talented and innovative childhood cancer researchers. This has helped us rapidly translate laboratory breakthroughs into new therapies for our young patients. The Alex’s Lemonade Stand Foundation Grants Program is helping researchers throughout the country move closer to the day when a cure is a reality for all children with cancer.”

David G. Poplack, MD
Director, Texas Children’s Cancer Center

Celebrating Our Heroes

Kennedy Jayde Bougher was an active 10-year-old when she started to notice pain in her left ribcage. An active member of the running club at Dalton Elementary School in Aurora, Colorado, it seemed only natural to assume that the pain was caused by the physical stress of running. However, when the pain had not subsided, and only seemed to worsen, Kennedy’s mom Stacy allowed her motherly instincts to take over. She decided to take Kennedy to The Children’s Hospital of Denver, and after a battery of tests it was determined that it was not an after effect of running at all - it was a tumor. Kennedy had osteosarcoma - bone cancer.

Thus the whirlwind began, and before she knew it, Kennedy was immersed in treatment and deemed the Princess Warrior. Within a week, the side effects of chemotherapy kicked in and Kennedy began losing her beautiful, curly red hair. After a few months, Kennedy had three ribs removed and continued to suffer through aggressive, intense therapy. She would endure mouth sores, kidney stones, the chicken pox virus and other severe side effects from her treatment, all the while staying positive in her battle. Kennedy has grown up very fast while being introduced to a life that most adults couldn’t imagine. She is passionate and intelligent as she learns as much as she can in order to educate others about the realities and hopes associated with childhood cancer.

Kennedy is halfway through chemotherapy treatments, ready to finish them and looking forward to the normal middle school life that awaits her. She has exhibited a strong, positive and faithful character throughout her fight and now wants to share her knowledge with the world. She has worked to promote education through a Holiday Card Project at Children’s Hospital, taken part in the annual toy drive and participated with Cops Fighting Cancer. Kennedy’s plans for summer include attending camp and possibly holding an Alex’s Lemonade Stand!

To read more of our hero stories, visit the Hero Section of our website.

Merchandise: Show Your ALSF Spirit

As Alex’s Lemonade Stand Foundation and supporters around the world gear up for another lemonade season, we are excited to announce the return of some lemonade classics, along with the arrival of brand new merchandise. Please visit the gift shop for the latest information and availability of all Alex’s Lemonade Stand Merchandise.

Visit www.AlexsLemonade.org and click on our gift shop.
The Second Annual Lemon Ball, an evening of cocktails, dinner, a raffle, silent and live auctions and entertainment, was held on January 12, 2008. The event, presented by Volvo Cars, with additional support from Cigna and Trump Entertainment & Resorts, welcomed over 650 attendees at The Park Hyatt Philadelphia, and raised $590,000 in the fight against childhood cancer.

In attendance were the evening’s honorees including Alex Scott Crystal Cup recipient Tracy Smith, a national correspondent for CBS Evening News; Jack Shein, a Wynnewood, Pennsylvania resident and recipient of the Volunteer of the Year award; and Ann Walsh of Windsor, Connecticut who was named Stand Host of the Year for her unwavering dedication to the Foundation.

We would like to extend our appreciation to all of our sponsors, the 2008 Lemon Ball committee and especially Gala Co-Chairs John & Laura Kelly, without whom, this event would not have been possible.

In case you missed this year’s fun-filled festivities, make sure to mark your calendars for the Third Annual Lemon Ball on Saturday, January 17, 2009. For more information and to view photos, visit www.AlexsLemonade.org/LemonBall.php

Tips on Publicizing Your Stand

As I am sure you have seen in the news and on TV, there is a great deal of interest in what Alex’s Lemonade Stand Foundation is doing. In order to help awareness of childhood cancer, spread the word about ALSF, and your own contribution to the cause, here are a few tips on making the news in your area.

1. Familiarize yourself with the mission of Alex’s Lemonade Stand Foundation for Childhood Cancer by visiting www.AlexsLemonade.org and doing some research.
2. Identify appropriate media in your area – if you have a favorite television station or newspaper, brainstorm where your stand would fit in.
3. Find contact information for these outlets – it is easy to look up contact information for your local media through search engines like Google or Yahoo!. You can find phone numbers and email addresses here to contact the media.
4. Contact the media two weeks prior to your event – local newspapers and community papers need at least two weeks advance notice to list an event as well as to plan whether they will attend or not.
5. Ask for help! – If you have additional questions or concerns, feel free to contact Gillian Kocher at Alex’s Lemonade Stand Foundation for help: Gillian@alexslemonade.com

Between infancy and 15 years of age, cancer is the leading cause of death by disease among children in the United States.

Alex’s Lemonade Stand Foundation has funded over 50 research projects

Make a difference in a child’s life.

Hold a stand or donate today!

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 866.333.1213

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