Remembering Alex...

Dear Friends of Alex's Lemonade Stand,

How do we begin to express everything we feel? Tremendous heartache and tremendous gratitude... Despair for our loss and hope for the future... Sorrow for all Alex endured and joy for her meaningful life...

Above all else, we must express our sincere appreciation for your support, generosity, and commitment to keeping Alex's dream alive. In addition to making a difference in the fight against childhood cancer, your support is a reminder of the greatness that can come from tragedy – it inspires and encourages us everyday.

August 1st marked one year since Alex passed away and this summer we were constantly reminded of her last weeks here with us. It is the cherished memories of good times and quiet moments together that we treasure most as parents. However, we will live forever in awe of the sheer determination and courage Alex showed as she insisted on working hard to bring awareness to the cause of childhood cancer. Her public fight against cancer grew stronger and succeeded while her personal fight against cancer weakened her body and grew more serious. Her insistence on working towards a cure even as it became apparent that she would never see that cure sends a strong message to us to continue to work towards a cure for all children.

We thank you sincerely for the outpouring of support – it is the reason for the continued success of Alex's Lemonade Stand. Your generosity, whether it is through hosting a lemonade stand, making a donation, or simply telling a friend, is making a difference for children with cancer.

As parents, we know firsthand how important it is for children to have access to new treatments and for researchers to have the support they need to bring new cures to children. Alex lived 7 ½ years with hope, despite her cancer – this would not have been possible without the progress and promise of research. Thanks to you, more children are receiving hope in the form of new treatments for their incurable cancers— you are changing lives!

We look forward to working together and, in true Alex spirit, we will do it with determination, courage, and hope...

Gratefully yours,

Jim and Jay Scott

The Success of Alex's Lemonade Stand Days

Alex would have been so proud! During June 10-12, devoted volunteers across the nation hosted 1100 Alex's Lemonade Stands— raising over $1M during the 3 day event.

Special thanks to our hard-working stand hosts!

In an inspiring effort to raise awareness and funds for childhood cancer, Alex's Lemonade Stands popped up in front yards, at supermarkets, at schools, in office buildings, at racetracks, and just about anywhere you could imagine.

* A&P Family of Supermarkets held stands in over 400 stores and contributed $128,000 to the weekend total.
* At Alex's Original stand here in Pennsylvania, we raised over $60,000 in just 6 hours, thanks to a matching donation from Lukoil.

How Close Are We to Alex's Goal of $5M in 2005?

Over $2 million raised...
Over $2 million to go!

Save the date...

June 9—11, 2006
Alex's Lemonade Stand Days.

Join in the fun...
Host a stand...
Help kids with cancer...

Now taking registrations online or by phone!

www.alexslemonade.org
Getting involved — staying involved — all year long...

Getting involved and staying involved is easy...

Plan a special event: Schools, clubs, and companies are fundraising for Alex’s Lemonade Stand through gym-a-thons, swim-a-thons, dress down days, triathalons, evening events, coin drives... any way that works!

Make a Donation anytime: Donating to Alex’s Lemonade Stand is easy. You can donate online, by phone, or through the mail.

Make a Holiday or Honor Donation: Here are some of the special occasions that have contributed to Alex’s Lemonade Stand: Birthdays, Weddings, Graduations, Mitzvahs, and Christmas.

Hold a Stand: Plan an Alex’s Lemonade Stand in your community. Even in the long winter months, you can get friends to help you run a stand at your school, at your workplace, or at another event. Be creative and have fun!

Tell your friends: If you have been inspired by Alex, your friends will be too. Not only are you sharing a heart-warming story, but you are also raising awareness of childhood cancer.

For more information about planning special events, holding a stand, or donating, go to www.alexslemonade.org or Call toll free 1-866-333-1213

What’s new...

Alex’s Lemonade Stand on QVC
◊ The Alex’s Lemonade Jewelry, designed by ElyseRyan Jewelry has been selling out on QVC! Look for more Alex’s Lemonade Jewelry on QVC this fall and Holiday season.

Alex’s Lemonade Stand has an official theme song.
◊ “Lemonade,” written and produced by Grammy Award-winner Kenny Gamble and renowned songwriter Bunny Sigler will get you singing for a great cause. Recording artist Carly brings the melody to life.

Lukoil gas stations host Alex’s Lemonade Stands.
◊ This year Lukoil has planned 180 grand openings of gas stations—each one hosting a lemonade stand. Thanks, Lukoil!

Afleet Alex gives a boost to fundraising efforts.

Alex’s Lemonade Stand was featured prominently in the NBC Sports and ESPN coverage of the Triple Crown. We have many new friends and followers due to the generosity of the Afleet Alex team and that awesome horse. Get Well Soon, Afleet Alex!

“Instead of birthday presents, I decided to donate money to Alex’s Lemonade Stand.” - C.P. age 10.

“[Alex] helped us to see that no matter how bad our situation may seem, we still have the power to help others and do something positive.” - S.C.

“Thank you for this inspirational learning lesson for our child. It was a heartfelt pleasure to be a part of Alex’s Lemonade Stand. We will continue to do this every year in the future for this cause.” - J.S.

“Alex’s courage, ingenuity, and generosity has been an inspiration for our kids.” - S.M.

“I was raised around horses… They are the most elegant and perfect of creatures, give everything, sometimes even their lives, and ask so little in return. There is a close similarity between these horses and your little girl. [Afleet Alex] is a living embodiment of [Alex’s] courage and selflessness. They are irrevocably entwined. I would say that this is the finest of legacies.” - RH.

We love to read the mail! 😊

Your letters are touching and we would like to say thanks!

😊

Here is what some of you have to say about how Alex has inspired you...

“Alex’s Lemonade Stand...fighting childhood cancer... one cup at a time...”

www.alexslemonade.org
Thanks to your generosity, more children with incurable cancers are receiving the newest treatments.

◊ We focus on bringing new treatments to the children who need them most. Therefore, we have created several new positions at top children’s hospitals across the country. These positions include nurse practitioners and research coordinators who work with doctors and families to speed up the lengthy process of enrolling in clinical trials.

◊ A form of experimental therapy, called MIBG therapy, has received a high number of responses with few side effects, and is increasing the quality of life for children with neuroblastoma.

◊ A young researcher, funded by Alex’s Lemonade Stand, did such an outstanding job that he has been awarded a large government grant to expand his research.

“Alex’s Lemonade Stand is dedicated to achieving a survival rate of 100%.”

Marc Schogol
The Philadelphia Inquirer
Sunday, August 14th, 2005

In loving memory of Theo Burton
November 21, 1995—July 19, 2005

We sadly mourn the loss of Theo Burton. He bravely battled neuroblastoma, the same cancer as Alex, for many years. Theo inspired others with his courage, his sense of humor and his love. Theo was also an experienced lemonade stand host — raising over $20,000 to fight childhood cancer through his lemonade stands with his family.

All I know is something like a bird
within him sang
All I know he sang a little while
and then flew on

Bird Song by Robert Hunter

Volvo For Life Days
October 8—16

Last year, over 300 Volvo Retailers stepped in to help us reach our $1 million goal for the year through a special fundraising effort at their facilities – and together, we succeeded. This year, they’re going to do it again – and help us reach our $5 million goal to fight cancer in Alex’s memory.

If you visit participating Volvo Retailers from October 8-16 for Volvo for Life Days, you can join our fight against childhood cancer.

All proceeds raised during the event will benefit Alex’s Lemonade Stand and local Children’s Hospitals.

Featured Lemonade Stand...

Congratulations to the King of Prussia Girls for being our featured stand! Since 2004, a group of eight young girls have hosted a lemonade stand at every concert during the Summer Concert Series in King of Prussia, PA. They took the stage, gave a little history of Alex and invited the audience to support Alex’s mission by drinking lemonade.

In order to keep listeners comfortable, the girls walked around the park offering lemonade on a tray. Supporting Alex’s Lemonade Stand without losing their comfortable spot on the grass was an unexpected treat for all. Very clever, girls!

Thanks Courtney, Carin, Abby, Christine, Jenny, Laura, Elissa and Michaela for keeping Alex’s dream alive!

www.alexslemonade.org
A story for everyone...

Alex and the Amazing Lemonade Stand, a book about Alex’s story written by parents Liz and Jay Scott, and illustrated by Alex’s aunt, was recently awarded the Ben Franklin “Bill Fisher Award for Best First Book (Children’s/Young Adult).”

This 32 page illustrated hardcover children’s book tells Alex’s story in an upbeat way — it is a great teaching tool for parents and teachers.

Get your copy at your local bookstore or online www.alexslemonade.org

The book has been recently translated into Japanese — truly amazing!

Planning a Lemonade Stand?  Just add water...

The Alex’s Lemonade Stand Kit is a great way to get started.

Published by Running Press Publishers, this kit comes with a book, posters, stickers, thank you notes, and even a canister of Country Time Lemonade.

Look for it in your local bookstore or find out how to order it at our website.

Donations can be sent to:
Alex’s Lemonade Stand
333 E. Lancaster Ave. #414
Wynnewood, PA 19096

www.alexslemonade.org