Summer 2006

Alex’s Lemonade Stand Foundation
333 E. Lancaster Avenue, #414
Wynnewood, PA 19096
P 610-649-3034
P 866-333-1213
contact@alexslemonade.com

Reading your letters, emails, and website messages is a greatly needed reminder of the fact that Alex’s memory and spirit are very much alive. We are especially touched to read the simple and sweet letters and photos that are sent by children every day. This year, thousands of young people (with the outstanding support of their parents and teachers) will help us raise millions of dollars to help children with cancer. Kids helping kids—a hopeful example of the greatness that exists in all of us!

This fall, as children and young adults head back to school we will pause to think about Alex and the hopeful enthusiasm she always carried on that first day of school. She loved the first day of school — the new outfit, the new back pack, but most importantly the hope it holds for a new year of learning and success. Always an optimist, she clearly recognized the importance of greeting each day as an opportunity to live and learn. Yes, we miss her dearly and our hearts ache at the thought that she should be entering 5th grade but we will be reminded of her hopeful enthusiasm every day as we think of those thousands of children who keep that spirit alive and thousands of adults who continue to support Alex’s Lemonade Stand.

Remembering Alex…

Dear Friends of Alex’s Lemonade Stand,

Alex’s Lemonade Stand is always honored to be the recipient of the generosity and kindness of all of you. To say that you have inspired us is an understatement — you have changed our lives forever and helped us turn our tragedy into triumph.

Reading your letters, emails, and website messages is a greatly needed reminder of the fact that Alex’s memory and spirit are very much alive. We are especially touched to read the simple and sweet letters and photos that are sent by children every day. This year, thousands of young people (with the outstanding support of their parents and teachers) will help us raise millions of dollars to help children with cancer. Kids helping kids—a hopeful example of the greatness that exists in all of us!

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Remembering Alex…

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Childhood Cancer Awareness Month

September is Childhood Cancer Awareness Month — Let others know!

Fact #1: Cancer is the leading disease killer of children in the United States.
Fact #2: Research into causes and new treatments is the only way to change that.
Fact #3: Childhood cancer research is vastly under funded.

WAYS TO GET INVOLVED

♦ Volunteer to read Alex and the Amazing Lemonade Stand to your local school.
♦ Plan a lemonade stand or event as a way to bring awareness and support the cause.
♦ Bring Alex’s Lemonade Stand into Back to School activities and encourage your school to select Alex’s Lemonade Stand as their charity of choice.
♦ Join our Back-to-School Radio Station Challenge at www.alexslemonade.org. Find out how your local High School and favorite radio station can join in raising funds and awareness.
♦ Organize a “dress down day”, lemonade stand, or other fundraising event in your workplace.
♦ Give through United Way to Alex’s Lemonade Stand, our United Way Code is 073970.
♦ Ask your local library to feature the book during the entire month of September.
♦ Contact local papers, ask them to recognize the month by writing about childhood cancer.
♦ Check our calendar of events, www.alexslemonade.org/events and look for an event in your area.

About Alex’s Lemonade Stand Foundation:
Committed to finding a cure for childhood cancer, Alex’s Lemonade Stand was founded by a 4 year old cancer patient named Alexandra “Alex” Scott. Despite the fact that Alex fought her own deadly cancer for 7½ years, she started a fundraising movement in her front yard by selling lemonade for childhood cancer. She died in 2004 at the age of 8, knowing that she had raised almost a million dollars to find a cure for other children.

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www.alexslemonade.org
Join the fight...there are many ways

Make a donation: We are always grateful for your generosity. You can donate by mail, phone, or online. Consider making a regular gift to us—just let us know how often and the amount and we will process your donation automatically.

Hold a Lemonade Stand: Cancer is a year-round disease—not let cooler weather slow you down in your fundraising. You can host a lemonade stand anytime and anywhere (indoors or outdoors). Have a lemonade stand fundraiser.

Plan a fundraising event: The arrival of fall means back to school, wonderful activities, holidays and times to gather with family and friends. It also brings many opportunities for fundraising. Check our website for ideas.

Become a Sponsor: We love our sponsors! Contact Liz Scott at liz@alexslemonade.com or by phone to discuss sponsorship opportunities and ideas.

Name a Grant: Fund and name a grant after a special person or organization. This is a generous gift that will bring a feeling of personal involvement in the process of funding a cure for childhood cancer. Contact Liz Scott by phone or email liz@alexslemonade.com for information.

Honor or Remember Someone: Give the gift that gives back by making a donation in honor of someone's birthday, wedding, graduation, mitzvah or anniversary. You can also honor a loved one's memory by making a donation in their name. We will notify the tribute recipient/family of your meaningful gift.

Birthday Lemonade Stand: Plan a special Lemonade Stand Birthday Party. Your guests, young and old will have fun hosting a lemonade stand while celebrating a special day. A truly memorable and meaningful birthday party for any age. For info, contact Alicia Kopp by phone or by email alicia@alexslemonade.com.

Add a Link—Spread the Word: People visiting your website are likely to visit websites you recommend. Add a link to alexslemonade.org to encourage visitors to find out how they can impact the lives of children with cancer. For info, contact David Brownstein by phone or email david@alexslemonade.com.

Thank you for writing...

“A teacher from West Philadelphia told us she had her students who had failing grades do a report on Alex Scott. Her story made huge changes in the students’ outlooks and behaviors.”

- S.H. Philadelphia, PA

“Alex is a great individual. God created a one of a kind. I have never heard anything more inspiring in all of my life! Added to all she’s already done, she has given my life a purpose!”

- D.G. Newark, DE

Big News!

Alex’s Lemonade Stand Foundation...fostering childhood cancer...one cup at a time...

Lemonade Days 2006 -- Sweet Success

Lemonade Days was a huge success! We had over 1000 lemonade stands in 42 states during June 9-11. We don’t have a grand total yet, but we are confident that the proceeds of this national three-day weekend will exceed our one million dollar goal! Special thanks to Country Time Lemonade for donating thousands of containers of free lemonade to our stand hosts. To all of our Lemonade Days supporters a big THANK YOU!

Alex’s Original Lemonade Stand—Lemons and Butterflies

Alex’s family, neighbors, teachers and friends paid tribute to Alex’s memory by hosting Alex’s traditional yearly stand at Penn Wynn Elementary School in Wynnwood. Thousands of people came out on a beautiful day to remember Alex and enjoy family fun. Thanks to Lukoil for contributing $25,000 to Alex’s Original Stand. One of the highlights of the day was a Butterfly Release sponsored by Volvo held in honor of the hundreds of children worldwide each day who die from cancer. Brimming with generosity, visitors to Alex’s Original Stand helped us raise an impressive $93,000 in one day!
Featured Lemonade Stand...The Mozer Family of Kansas City, Missouri

Mark and Cheryl Mozer are the parents of two boys, Nick and Jacob, a childhood cancer survivor. This is their 2nd year hosting Alex’s Lemonade Stands at Hy-Vee Grocery Stores. Thanks to the Mozers’ dedication, all 24 Kansas City area Hy-Vee Grocery Stores hosted lemonade stands during Lemonade Days. An estimated 600 volunteers participated in running all 24 lemonade stands.

“How running 24 different lemonade stands throughout a 100+ square-mile radius is a lot of hard work,” said Mark Mozer. “However, when we see how generous the people of Kansas City can be—we have raised over $60,000—and knowing that this money is going to unique, innovative research to find a cure for childhood cancer makes it all worth while. In addition, we have increased awareness about childhood cancer in our community and due to our contacts from running these stands; we have also been able to personally help families currently undergoing treatment.”

We at Alex’s Lemonade Stand are incredibly grateful for the continued commitment and dedication of The Mozers and their Kansas City supporters — simply outstanding!

In Loving Memory of Shelli Lafferty

October 16, 2002 – December 25, 2005

Shelli Lafferty greeted every day with a smile and a great attitude. Her spirit and positive disposition is what keeps her family going as they grieve the loss of their daughter.

Shelli was born in Phoenixville, PA in 2002. She was diagnosed with neuroblastoma, a type of childhood cancer, when she was two and a half. She courageously fought this disease until her passing on Christmas Day in 2005.

Dan and Lynne Lafferty, along with their son DJ, decided to honor Shelli’s memory by performing two fundraiser shows called “Magic for Miracles,” featuring Mingus Magic Club, with proceeds benefiting Alex’s Lemonade Stand Foundation. The highly popular magic/comedy show, supported by members of Ring 57 the International Brotherhood of Magicians, was a huge success. “I can’t think of a better benefit and it makes me feel good,” said Dan Lafferty. “It’s a nice way to honor Shelli. Contributing to this cause is a lifelong goal for us.”

We at Alex’s Lemonade Stand are proud to be included in their efforts to honor Shelli.

Kids Helping Kids

The Strawberries of Rio Vista, California, a community service club for young girls, have been hosting Alex’s Lemonade Stands for three years now. Their club motto is “Kids Doing Service” and they certainly have lived up to those words. The student members are guided by a group of dedicated parents and receive tremendous community support. Currently in middle and high school—we are confident that we’ll have the opportunity to see them host stands throughout their college years as well.

Thank you to our Strawberry friends!

Sharon School in Charlotte, North Carolina

Kindergarten and First Grade teacher, Laura Austin of Sharon School purchased the children’s book about Alex, Alex and the Amazing Lemonade Stand to read to her class. Inspired by Alex, the class decided that they would like to have their own Alex’s Lemonade Stand at their school carnival. They made signs, read morning announcements about the event, and couldn’t wait to serve delicious lemonade for a great cause. Their stand was a resounding success. The children were thrilled to help out and the parents gave generously. Many students brought their allowance money with them to donate to the stand.

Perseverance is a character education theme throughout the Sharon School and hosting an Alex’s Lemonade Stand was a great way for the students to understand firsthand a lesson in “sticking to it”. Thanks to all who participated!

www.alexslemonade.org
Volunteer Spotlight

Ann Walsh, left and Judy Scott (Alex’s Grandmother) accept a proclamation of Alex’s Lemonade Stand Day in Connecticut.

Mrs. Ann Walsh, from Windsor, CT, is an energetic, committed, and determined volunteer for Alex’s Lemonade Stand Foundation. She has been a life-force in promoting Alex’s dream for several years.

An unstoppable go-getter, Mrs. Walsh has raised over $40,000 in honor of Alex. In addition to hosting her own lemonade stands, Mrs. Walsh reads Alex and the Amazing Lemonade Stand to local school children to inspire them to make a difference; she manages donation containers at nearby businesses to raise awareness and funds for the cause; and she encourages town clubs to host their own Alex’s Lemonade Stand events all around Windsor.

Mrs. Walsh’s positive attitude, enthusiasm and perseverance are an inspiration to those around her. There was no stopping Alex in her quest to fight childhood cancer and there is no stopping our “Team Alex” volunteer Ann Walsh. Thanks, Ann — we love you!

Check out our new merchandise in our GIFT SHOP!

- 2006 United Stands of America T-shirts
- Sweatshirt Blankets
- Baseball Hats (black, tan and pink)
- Men’s Shirts (Golf style)
- Key chains
- 2006 Wristbands

Your Donations — Funding Life Saving Research

Alex’s Lemonade Stand Foundation recently awarded four million dollars over two years to fund 30 childhood cancer research projects at top research hospitals across the United States in 2006. These projects will help to improve the availability of new treatments for children currently battling difficult to cure cancers. Researchers will also use the money to develop better and less dangerous treatments and to find the causes of childhood cancers.

For a list of hospitals and grant recipients check out the Grants page on our website.

“This grant is particularly important at this time because federal funding for cancer research has been cut in recent years. Moreover, the gallant effort of Alex to battle childhood cancer, which has been continued by her family, will forever inspire those of us who are working to discover new cures for childhood cancer.”

Linda Resar, M.D., Johns Hopkins School of Medicine
2006 Grant Recipient

What’s Happening — check this out!

The Great Lemon Event - Halloween 2006
- Coming to www.alexslemonade.org on September 1, 2006. Learn how you can support the mission of Alex’s Lemonade Stand on Halloween!

The Lemon Ball—January 20, 2007
- Our Philadelphia Gala honoring Mr. Billy King of the 76ers. Contact us for information about attending or sponsoring.

Get Your Alex’s Lemonade Jewelry on QVC
- The Alex’s Lemonade Jewelry designed by Elise Rosenstock with help from Alex, has been selling out on QVC! To find out more, visit www.elyseryan.com or www.QVC.com.

To Donate:
Make checks payable to: Alex’s Lemonade Stand Foundation. We have included a return envelope to make donating easy!

Online: www.alexslemonade.org
Phone: Toll free 1-866-333-1213
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