

RALLY ON THE RUNWAY™

FASHION FUNDS THE CURE™

BENEFITING RALLY FOUNDATION FOR CHILDHOOD CANCER RESEARCH

MERCEDES-BENZ | ROBERT MONDAVI WINERY | BLOOMINGDALE'S

Dear Friends,

It is our pleasure to invite you to participate in the third annual *Rally On the Runway* fashion show and private shopping event benefiting the Rally Foundation for Childhood Cancer Research (Rally). This New York-style fashion event, presented by Robert Mondavi Wines and sponsored by Mercedes-Benz USA, will take place on Saturday, March 24, 2012, at Bloomingdale's Lenox Square.

We are excited to welcome back Atlanta Falcons starting Linebacker Curtis Lofton as our Honorary Chair this year. Fellow Falcons teammates and other NFL players will join Curtis in celebrating the strength and courage of our 12 Rally Kid models, girls who have fought or are fighting cancer. Rally is requesting your support for this extraordinary event by **asking you to donate an auction item** for *Rally On the Runway*.

Childhood cancer is the number one disease killer of children under the ages 0 to 15, and every day, two classrooms full of students, about 46 children, are diagnosed with cancer. However, pediatric cancer research remains underfunded by at least \$30 million a year.

Rally, a 501(c)(3) non-profit organization, empowers volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and, ultimately, cures. For every dollar Rally receives, 93 cents goes to support this mission, according to independently audited financials. In just five years, Rally has given away more than \$2.2 million in funds to support childhood cancer research projects across the country.

Proceeds from *Rally On the Runway* will continue to fund this research and provide hope for children battling cancer. Please contact me at 404-313-4006 or mjpost@mindspring.com should you have any questions or need additional information.

Thank you for your consideration and support of this premier event.

Rally On!

Joy Posthauer
Event Chair

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Rally On the Runway **Auction Form**

Full description, estimated retail value and expiration date of item(s) to be donated:

- ! Include measurement, color, expiration dates, restrictions, and instructions
- ! Item or service should be available for redemption between March 24, 2012 to March 24, 2013
- ! Attach gift certificates or letters of intent to this form

Donor Information:

Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail Address _____

Authorized Signature _____

Rally On the Runway Committee Member Contact _____

**FAX COMPLETED AUCTION FORM TO RALLY FOUNDATION AT 404-847-1271
OR EMAIL TO: CHRISTEN@RALLYFOUNDATION.ORG**

I will mail item(s) or gift certificate(s) to:

**Rally Foundation
5775 Glenridge Drive
Building B, Suite 370
Sandy Springs, GA 30328**

I need someone to pick up my donated item(s)

Proceeds from ***Rally On the Runway*** will support childhood cancer research across the country. Rally Foundation operates at 93% efficiency according to audited financials. Your contribution is tax-deductible to the extent allowed by law. Rally Foundation is a 501(c)(3) organization. EIN: 20-1950849.