

April 16, 2009

Friends and Family,

Like many of you, I have been personally touched by many cancer victims over the years. As a first grader in 1967, due to the risk of infections, I was the only child permitted to play with my friend Mike Barnes at his home during his last few weeks struggling with Leukemia. Throughout the next 40 years I have had numerous cousins, aunts, and uncles and my Grandmother Ita, battle various cancers. My younger cousin Allen Broussard was able to beat Hodgkins Disease only to succumb a few years later to a weakened heart due to the numerous Chemo and radiation treatments he received. This year cancer once again has entered my families life; this time in my own household. When this happened, I knew that I could only turn it over to God.

When I was asked to take part in the Leukemia and Lymphoma Society Man and Woman of the Year competition; I knew that God had chosen the timing for me to become more involved and to learn more about this non-profit organization.

I found:

- An estimated 894,000 Americans are living with Leukemia, Lymphoma, or Myeloma.
- Every 4 minutes someone else is diagnosed with one of the blood cancers.
- Leukemia causes more deaths than any other cancer in children under the age of 20.
- Since LLS came into existence in 1949, five year survival rate has TRIPLED.
- The LLS has poured over 600 million dollars into curing these diseases.
- As the worlds largest voluntary health organization LLS spends at least \$0.75 of every dollar collected on research, aid and education.

This last statistic really impressed me as I always wonder how much of my donation actually goes directly to the cause. Statistics also show that you, probably, have had similar experiences, as I, at some time in your life.

This letter is about money, dollars that can hopefully insure that less families in the future will have to go through the nightmare that Mike Barnes and Allen Broussard's families had to endure. Dollars given to the LLS have proven to make a difference over time and they will continue to do so.

As our grandparents won the fight against Polio, our generation could be the one that wipes out Leukemia and blood related cancers. Please consider joining the fight with me by buying a ticket and coming to "The Cowboy Cookout to Cure Kids" Fundraiser Family Outing and Concert on Memorial Weekend, Sunday May 24, at A Cowboy Town in Nashville, TN. For tickets or more information visit acowboytown.com or call (615) 242-6201. Visa and Mastercard are accepted.

- OR -

If you can't make the event, just mail a check by May 20th payable to the Leukemia and Lymphoma Society, write Bill Reynolds on the memo portion of the check, and send it to A Cowboy Town, P.O. Box 100442, Nashville, TN 37224.

-OR-

Support a child of the Big Brother Big Sisters program by purchasing a ticket and allowing them to attend the event.

-OR-

Please visit www.manwomanoftheyear.org/tn , click on my name, Bill Reynolds, and make an on-line donation directly to the Leukemia Lymphoma Society.

On behalf of my wife, Denise, my children, Jesse, Allen, and Laura, and all the families helped by the Leukemia and Lymphoma Society, I would like to thank you in advance for your support!

Sincerely
Bill Reynolds
A Cowboy Town
and
A Dream Come True Events and Catering

