

Dear _____, my Tempur-Pedic Retailer,

YOU HAVE MADE A DIFFERENCE. THANK YOU.

| Thank you for being a part of the 2009 Tempur-Pedic Hugs Back Campaign that supported the important work of the Pancreatic Cancer Action Network. Your commitment to participate helped to create awareness and funding for the fourth leading cancer killer in America with a survival rate of less than 5% within five years of diagnosis. In fact 76% of people with pancreatic cancer die within twelve months from diagnosis. There are no early detection tools, no effective treatment options. There is no cure. |
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| Your support is so meaningful to me. |
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| HERE IS MY STORY: |
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| Thank you so much for supporting this important movement to advance research, support patients and create hope for all those affected by pancreatic cancer. |
| We hope that we can count on your support again for this year's Hugs Back campaign! |
| Sincerely, |
| YOUR NAME |
| City, State Zip |
| Email address |