



Dear Friends,

Imagine you are winding down a career of hard work and are looking forward to the pleasures of retirement. You wisely planned ahead and are financially secure for this next phase of your life. You are just about to begin this adventure when you are diagnosed with a terminal disease that will inevitably take everything away from you.

This disease is called Amyotrophic Lateral Sclerosis (ALS), though most people know it as "Lou Gehrig's Disease." ALS attacks the motor neurons in the brain and spinal cord that control the ability to move, speak, swallow and eventually breathe, while the mind stays fully aware. Right now there is no known cause, treatment, or cure.

Unfortunately, we don't have to imagine this tragedy because my friend *Willie W* is just one example of the thousands of pALS (people with ALS) who are currently battling this disease.

**I am making a difference for *Willie* and his family by joining them in ALS of Michigan's 15<sup>th</sup> Annual Walk 'n Roll for ALS.** All of the funds raised through this event will be used to provide critical services to help pALS and their families live life as fully as possible. These are offered *at no charge* and include an equipment loan closet, social work assistance, support groups, conferences, and workshops, speech evaluations and training, and respite care.

**Won't you please consider joining me in my effort by making a donation to ALS of Michigan?** You can be assured that your contribution STAYS RIGHT HERE IN MICHIGAN to help our local ALS community!

Please make your check payable to "ALS of Michigan" and mail it to me at:

*Your Name*  
*Your Address*  
*City, State Zip*

You can also make a safe and secure online donation using your credit card. Visit [www.alsofmichigan.org](http://www.alsofmichigan.org) and follow the links for the *Walk 'n Roll for ALS*, then click on the link for (*name of team*).

If you have any questions or would like to become a team member and recruit your family and friends, please call me at 555-555-5555. Thank you so much for your help in the fight against Lou Gehrig's Disease!

Your Name  
Team Name



Hope • Help • Here for You™  
"Lou Gehrig's Disease"