**INITIAL EMAIL**

Dear Friends and Family,

I recently accepted the challenge to raise funds to support Susan G. Komen Greater Pennsylvania while participating in the Pittsburgh Marathon on **Sunday, May 5, 2019**. Please join me in the fight against breast cancer by pledging your support! Your tax-deductible contribution will fund local innovative outreach, awareness, and treatment programs for women and men facing breast cancer diagnosis and treatment, including the medically underserved, throughout western and central Pennsylvania as well as national, cutting-edge breast cancer research.

You can support my run by making a tax-deductible contribution to Susan G. Komen Greater PA via the Team Komen fundraising page on CrowdRise: <https://www.crowdrise.com/o/en/campaign/susan-g-komen-pittsburgh-pittsburgh-marathon-2019>. The site is secure and no credit card information is stored. All donations are tax-deductible and will be recognized with a thank you letter from Komen Greater PA.

If you would prefer, to mail a donation, *payable to Susan G. Komen Greater PA*:

Susan G. Komen Greater PA

c/o Marathon <PARTICIPANT’S NAME>  
1133 South Braddock Avenue  
Pittsburgh, PA  15218

Whatever you can give will help!

Thank you so much for your time and generosity in the fight against breast cancer; every step counts!   
  
Sincerely,

<NAME>

***Run for a Reason Charity Program:*** *Susan G. Komen Greater PA is thrilled to partner with P3R Marathon as an official Run for a Reason charity for the 10th year! The Run for a Reason Charity Program strengthens ties between the running community and charities utilizing P3R events as new platforms for fundraising. Since 2009, the Run for a Reason program has helped runners contribute over $12 million dollars to 100+ charities.*

***Susan G. Komen Greater PA:*** *Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen Greater PA is working to better the lives of those facing breast cancer in the local community.*