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Be well



October, 2012

Dear friend of heart;

Since 2004, the Go Red for Women campaign and luncheon has been one of the leading campaigns for the American Heart Association. The continued support of our executive leaders, sponsors and donors has been influential in the success of the national campaign. They say that virtually everyone is touched by cardiovascular disease...either directly or through a family member, co-worker or friend.

This event raises essential funds with the money coming back to Central Illinois. Funds raised through Go Red For Women are allocated based on the overall spending guidelines of the American Heart Association, with over 40 percent on public health education, 20 percent spent on research, and almost 13 percent on healthcare professional education. Champaign-Urbana receive four times what we fundraise just in research funding alone.

Do you know all of the things that the AHA has done because of our support of this campaign? The American Heart Association is all of us....it simply does not exist without our community's leaders and citizens.

Together, we can help provide the resources the American Heart Association needs to eradicate cardiovascular diseases. In fact, measurable progress is already being made. Death rates are on the decline thanks in great part to the research and prevention measures spearheaded by the AHA. That's outstanding...but that's only the beginning...we can and we must do more. That is why I am asking you to support the 2013 Champaign Go Red for Women Luncheon.

Your pledged support has an immediate impact on the American Heart Association's ability to fund critical research right now. Although we have made incredible progress, we still have work to do. All we need is a signed Commitment Form for your 2013 sponsorship (please note that payment will not be due until 30 days pre-event). The tremendous success of this event would not be possible without your participation and financial commitment.

I will be following up with you to discuss this further and to answer any questions you may have. Thank you from the bottom of my heart for your support of the 2013 Champaign Go Red for Women Luncheon.

Sincerely,

Lynne Barnes, Carle and 2013 Go Red Chair  
Amanda Beckler, Corporate Development Director, American Heart Association

**Chairwomen**—Lynne Barnes, Carle

**Executive Leadership**—Lynne Barnes, Rhonda Lash, Neha Meta, Sarah Zehr, Debbie Chew, Lynn Ullestad, Mary Racciopi, Joyce Rhee, Donna Greene, Wendy Davis and Lisa Cheely

**American Heart Association**—Amanda Beckler

**MAKE IT YOUR  
MISSION**  
TO FIGHT HEART DISEASE IN WOMEN