



August 10, 2010

Dear John,

"It's not a race, it's a ride" is what I tell everyone who asks how I did this past weekend in the annual Pan Mass Challenge. I can understand the confusion as most of us are competitive and like some method of keeping score. We ride to raise money for the Jimmy Fund. The race is against cancer. That sums things up pretty nicely.

Out on the course, however, the riders are treated to a little something extra. Lining the approach to the Lakeville water stop, about 60 miles from the start in Wellesley,



My son Jeremy, me & our buddy Peter at start of ride

are dozens of posters of Jimmy Fund patients, some of the many winners of the PMC. These beaming faces are the perfect motivation to keep us pedaling for the next 25 miles, and year after year. Many of the kids themselves are there greeting the riders as they glide in to the rest stop. All you need to know about the PMC is taped to that fence outside the Middle School in Lakeville.

Now here's what you can do: Write a check, please. My personal goal would be to have the entire route lined with the smiling faces of kids who have beaten cancer. We can add a couple of dozen this year, and more every year after that. Your support is critical in reaching this years fund raising goal of \$31 million, every dollar of which goes to cancer research. This is a zero dollar overhead event and the most cost effective way of donating to the Dana Farber Cancer Institute.

Please make your check payable to The PMC/Jimmy Fund and mail it to me at my home address, 167 E Emerson Rd, Lexington, MA. Or you can donate online at: www.pmc.org/egifts/G00009

Thanks for your support and for helping fund more winners in this most important race of all.

You're the best!

Thanks for your support, John!

Gordon