



January 16, 2012

To Whom It May Concern,

On Saturday, May 19, 2012, celiac disease and gluten-free awareness will take center stage at Holy Family Catholic High School in the Minneapolis/St. Paul, Minnesota area for our 11th Annual Run-Walk for Celiac Disease. While in 2011, Mother Nature left us pretty soggy, we were able to move the event indoors ensuring we could accommodate all of the amenities of our event as possible! And we did making a carnival-like atmosphere and still getting over 1,200 attendees to our food fair and the run/walk.

We also had tremendous support when MN Governor Mark Dayton proclaimed May Celiac Awareness month and attended our event (pictured below with chairpersons: TV news anchor Heidi Collins and former NFL MVP Rich Gannon).

Celiac Disease affects 1 in 133 Americans and most are currently undiagnosed. Our annual event works to raise local awareness about the disease and raise money for the University of Maryland's Center for Celiac Research.



In 2011, the Center for Celiac Research (CFCR) and Dr. Alessio Fasano found the pathogenic difference between gluten sensitivity and celiac disease; helping give support to many people who get ill from gluten, but who don't have celiac disease. The CFR also threw its support behind the FDA's proposal of 20 ppms for a gluten-free food labeling standard. The Twin Cities Chapter of Raising our Celiac Kids (R.O.C.K.) is the chief organizer of this event and can use some of the money raised for local awareness initiatives.. We are a group of passionate parents whose children have celiac. Our organization is asking for your support of our event this year.



By committing to sponsoring, donating and/or attending the event, **your company will benefit** by reaching more than 1,000 targeted gluten-free savvy people. These participants develop a loyalty to celiac-friendly products and recommend them to others. This is the perfect audience to see your commitment to celiac disease awareness.

Enclosed is a form explaining the different ways you can support the Walk/Run for Celiac Disease in the Twin Cities on Saturday, May 19th, 2012. Please consider any and all ways you or your company can support this cause. All sponsors get a vendor booth with their sponsorship. If you have any questions, please email Amy Leger at [amy@legermn.com](mailto:amy@legermn.com) or Ann Snuggerud [asnuggerud@comcast.net](mailto:asnuggerud@comcast.net). Thank you in advance for both your time and consideration.

Regards,



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