

From: Karen Richards [mailto:mail@karenrichards.com]
Sent: Thursday, July 29, 2004 1:43 PM
Subject: Changing Gears - The Adventure of a Lifetime! - Chapter 1

Dear Friends,

Most of you won't be surprised to hear that I've become involved in another event for raising awareness and funds for breast cancer, though some of you might be surprised to hear exactly what I'm doing.

"Changing Gears" (www.changinggears.org) is a unique high profile advocacy, community building and fundraising event created for and by young women living with breast cancer.

From October 2 - 9, 2004 twenty young breast cancer survivors will embark on the adventure of a lifetime, riding motorcycles up the coast of California from San Diego to San Francisco.

Over the course of a week, they will raise awareness of the unique needs of young women living with breast cancer, challenge media stereotypes, raise funds for breast cancer causes and continue along their own personal path of growth and healing by building a supportive community with their fellow survivors. It's the adventure of a lifetime!

Motorcycles, riding gear and riding lessons will be provided to all participants thanks to Harley Davidson. Y-Me National Breast Cancer Organization and the Young Survivors Coalition are the benefiting agencies of the fundraising efforts.

As you have probably guessed by now, I will be one of those riders! And yes, in terms of breast cancer, I am considered a "young" survivor!! At least it's good for that much!

I'm writing today to ask for your help - not for money (not yet anyway, but stay tuned!!), but for leads for corporate sponsorship, either for the overall event or for individual riders. This is really an extraordinary marketing opportunity, both because of the unique nature of the event, and the professional PR efforts behind it - it is also taking place in October - Breast Cancer Awareness Month.

Even though sponsorship is not a tax-deductible donation, in return for their support, companies get marketing and promotional benefits, like signage and PR. I have a full sponsorship package available that I can send to anyone who is interested - it's extremely impressive - and they are only asking companies to sponsor individual riders for \$5,000! This is an amazing bargain since there are plans for major national media coverage - both here and in Australia - as well as a documentary being filmed of the ride by a Sundance award winning filmmaker - Melissa Regan.

All of our rider profiles are posted on the website - so feel free to take a look around and find out more about the event, organizers and other riders. I'm so impressed with their organization and professionalism. This event is the real deal - and I'm so thrilled and honored to have been chosen to participate!

I'm also taking my riding lessons and getting my license in two weeks, and am looking for a loaner motorcycle or cheap rental to practice on before the big event - so any leads on that would be much appreciated! (anyone with contacts at Harley corporate or a Harley dealership??)

And once you see the logo for the ride on the website, you'll know what my new tattoo will look like!!

Also, please feel free to forward this message to anyone you think might be able to help. They can contact the event organizers directly through contact information on the website, or can contact me directly at one of the numbers below or by e-mail. Again, I'd be happy to send along the sponsorship package to anyone who'd interested.

Thank you all for your support, past and present (and, of course, future!!).

More to follow...vroom vroom!!!

Karen

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p.s. - I'm particularly interested in approaching Bally's if anyone has contacts there - I figure along with a sponsorship they can throw in some personal training to whip me into shape for the ride - after all, I am a member!!! :-)